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1953 JUNE Vol. 82 No. 1,088 6d.

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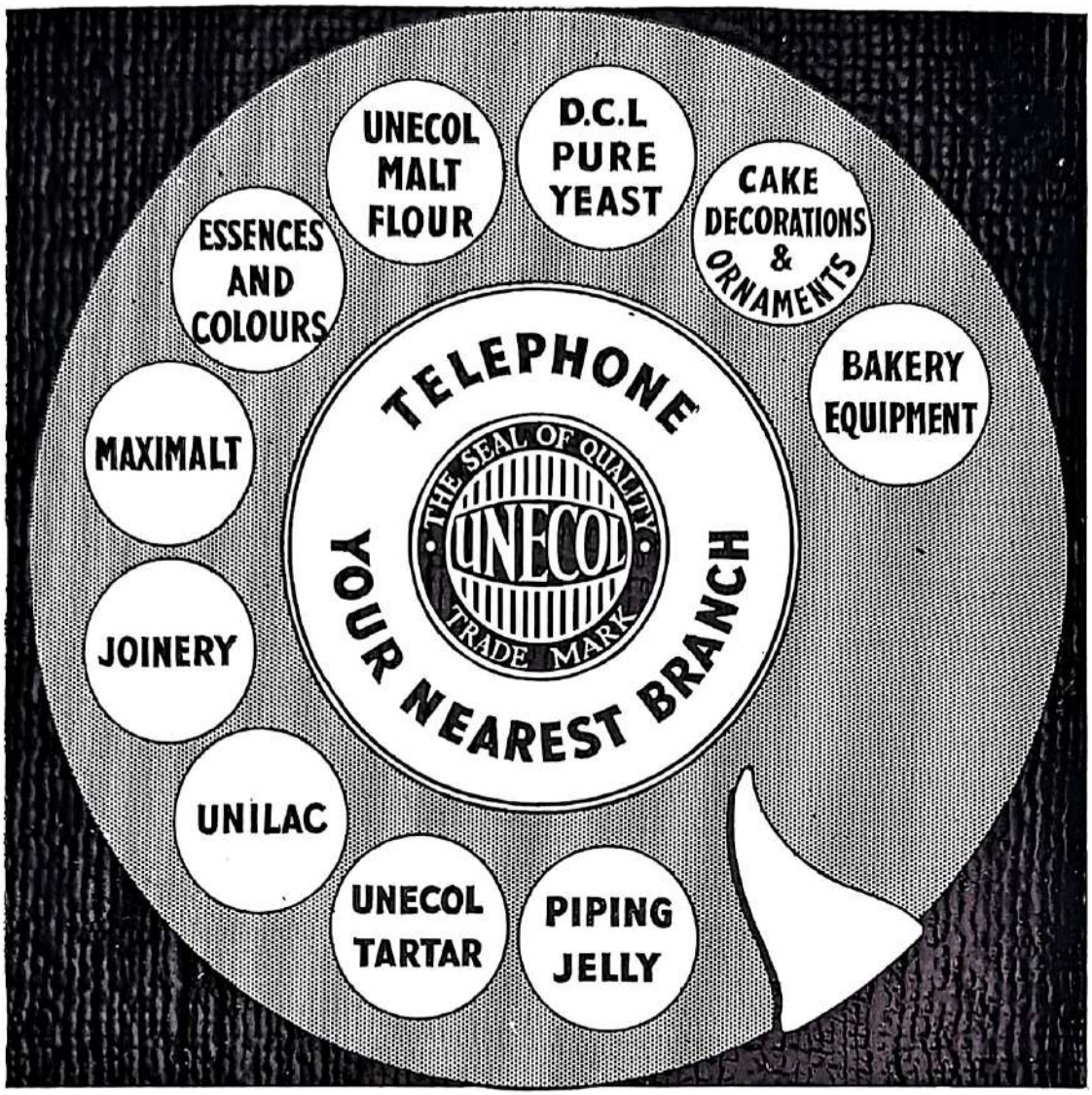
SEE PAGE 1



A Complete Bakery Service at your fingertips

Your telephone is a direct link between your bakery and our nearest Centre or Branch. Use it to obtain the best goods at the right prices. When you buy from the U.Y.C. you can be absolutely SURE that the quality is above reproach, and the U.Y.C. nation-wide organisation will be at your service.

THE UNITED YEAST CO. LTD.

Over 180 Branches throughout Great Britain serving the interests of Bakers and Confectioners everywhere

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ALL THE WINNERS

of the great 'FRUMALO' Coronation Competition

FIRST PRIZE

5 days in London during Coronation Week for two (FREE), plus £25 spending money—won by **Messrs. Welfords, Ltd.**, Redcar, Yorks.

PRIZE WINNERS in the 11-oz. Class

1st prize of 10 gns. won by
MESSRS. WELFORDS, LTD.,
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2nd prize of 5 gns. won by
MESSRS. FORRESTER'S,
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3rd prize of 3 gns. won by
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1st prize of 10 gns. won by
MESSRS. JOHN WILKIE AND SON,
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2nd prize of 5 gns. won by
MR. C. T. TOMPKINS,
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3rd prize of 3 gns. won by
MR. H. T. ARNOLD,
Folkestone Co-op.

To all those who entered and were unlucky—we offer our sincere thanks for helping to make the Frumalo Competition so successful. Moreover, we congratulate all competitors on the very high standard achieved which made the Judge's task very difficult.

Always use

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and produce the best fruit malt loaf!

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DRIED WHEAT
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is the ideal, natural live-cell, non-chemicalised flour strengthener for Protein-Added 10 oz. Nutritious
WHITE & BROWN BREADS
to sell under your own name at your own price,
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VIENNA BREADS AND ROLLS
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Profitable commercial recipes
FOR GREATER SALES
available on application

ALMONDS, MACAROON PASTE, MARZIPAN, LEMON CURD, PIPING JELLY, FONDANT, MARSHMALLOW, MINCEMEAT, PRALINE, MARZIPAN FRUITS AND FLOWERS, SUGAR FLOWERS AND COLOURED STRANDS, ORANGE AND LEMON SLICES, AND COLOUR AND FLAVOUR PREPARATIONS—
all of the highest quality, purity and uniformity

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TIN GREASING EMULSION

CARLO is a pure natural product and is tasteless. It contains no ingredient injurious to health.

CARLO gives a rich, crisp golden crust. No other greasing agent can give such beautiful appearance to the finished product.

CARLO is clean in use and does not build up carbon. Tins and trays rarely need cleaning.

CARLO owing to its high viscosity will not penetrate the dough.

CARLO if properly applied to bread tins gives several clean bakings from one application. We would be pleased to demonstrate the most efficient and economical method of applying Carlo in your own bakehouse.

CARLO is excellent for Swiss Rolls and Sponges. It assures a closer texture and sponge tenderness.

CARLO

IS EFFICIENT, ECONOMICAL, LABOUR-SAVING

Packed in 22lb., 44lb. tins and 400lb. drums

FULL PARTICULARS FROM SOLE IMPORTERS :—

JOHN LAYTON & Co. LTD.

WEST SMITHFIELD, LONDON, E.C.1

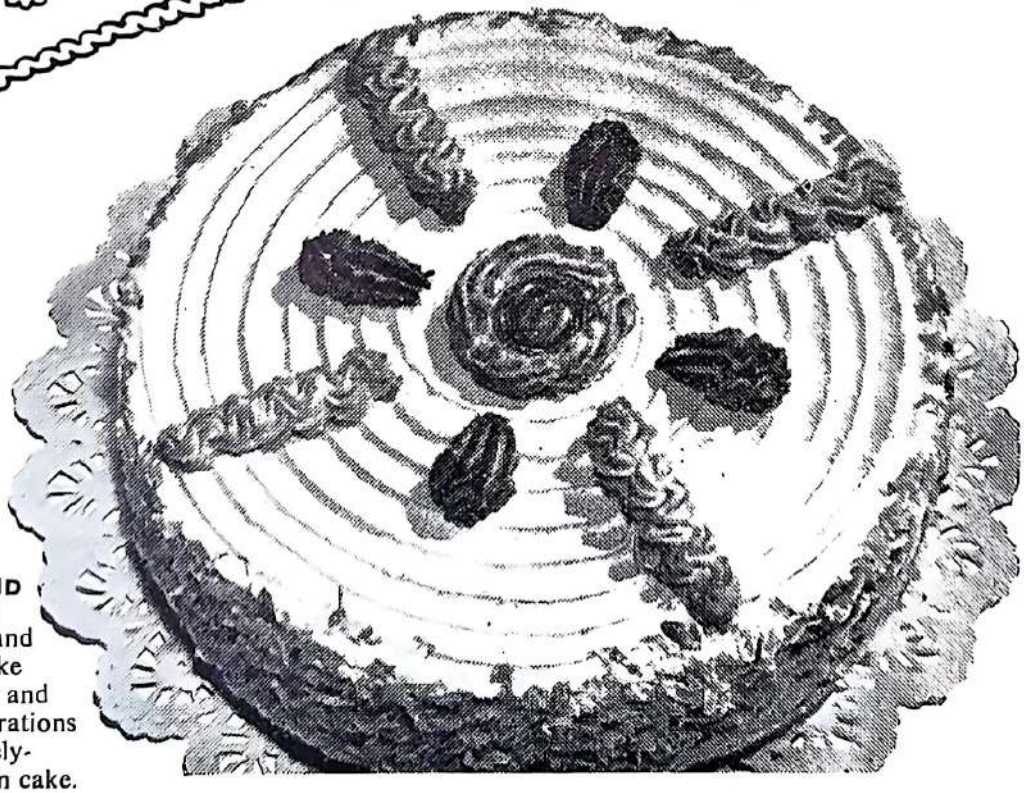
Novel piping makes

Much interest was aroused by the novel use, in our Coronation Bulletin, of an Almond rout mixing as a decorative piping medium for iced or cream-covered gateaux.

Used in this way, the rout mixing possesses two great advantages. It saves time in the finishing of cakes, since the decorative pieces can be baked beforehand and stored. And it affords new opportunities for striking variations in the presentation of the same basic lines.

Our latest bulletin—No. 136—gives more ideas on the use of this simple and effective decoration.

Formulas for the cakes shown here are given in recent bulletins—they are the best that can be made to-day. But, ideally, we would suggest cakes and icings made with Thomas Hedley's "Sweetex."

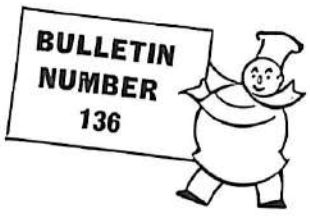


PIPED ALMOND ROUT PIECES baked beforehand and stored, make very distinctive and profitable decorations for this delicately-coloured, cream cake.

idea saves time, money!

We hope "Sweetex" and "Promex", the famous pre-war shortenings, will again be available from Hedley refineries. And when they are, what a trade British bakers will do!

"Sweetex" really makes sure of rich-eating, fine-textured "high-ratio" cakes. And "Promex", the finest all-purpose shortening, is ideal for high quality frying and delicious pastry. Both "Sweetex" and "Promex" can promise you customers who come back for more!



If you are not already on our FREE mailing list, please send us your name and address.

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Melting Kettles

Our kettles, of first-class British construction throughout, can be supplied for melting or maintaining at a given heat any liquid foodstuffs.

They are especially suitable for melting Fondant, or melting *and tempering* Chocolate. Sizes from 150lbs. upwards, electrically heated with thermostatic control (gas or steam heating can be arranged if required).

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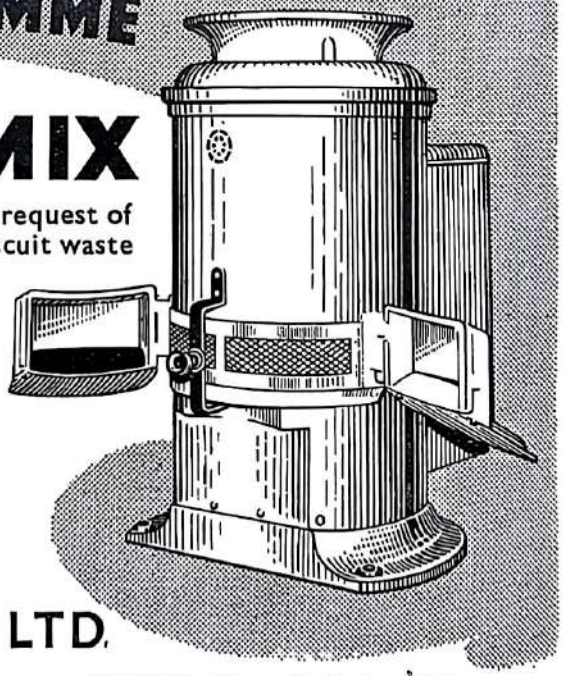
OF VITAL INTEREST TO YOUR RECOVERY PROGRAMME



The S.A.PECK-MIX

This machine has been recently developed at the request of the industry for a low price machine to recover biscuit waste and for milling coconut, sugar, salt, etc. The S.A. Peck-mix has proved its value and is being used today by the largest manufacturers in this country.

The S.A. Peck-mix powders 1 cwt. of biscuits in approximately 4 minutes and will also crumb new or stale cakes, bread, pies and cheese and pulps vegetables and fruits.

This versatile machine is available now for early delivery, send for further details.

Rowe BROS. & CO. LTD.

Demonstrations arranged at any of the following Branches.
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GAS - FIRED
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Unit Construction

Chambers 3' 1" x 2' 8" each taking two baking trays 30" x 18". Separate control to each chamber by independent thermostat.

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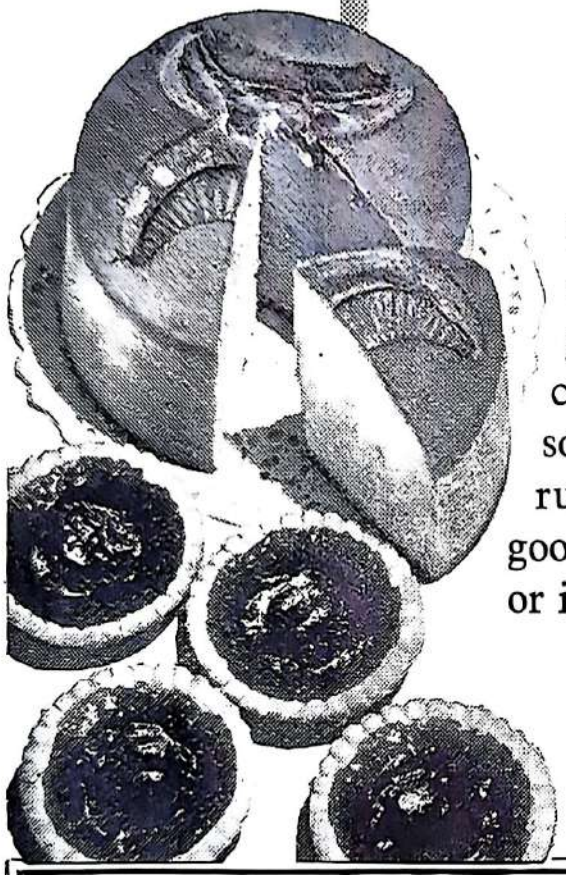

SILKIT

WHITE SHORTENING

Use Silkit for all cake production and for frying. Silkit creams readily, gives a light smooth batter, makes cakes of excellent volume and clean, soft crumb. It is well suited to the rubbing-in process for morning goods. For frying there is no splutter or interference with flavour.

Get to know

ALSO — back with them to make up the full range . . . .

MARGARINES

MARVELLO cake MARGARINE

A quality margarine, specially for madeira and fruit cake, genoese, etc., giving a firm moist crumb and a fine rich satisfying flavour.

DOLPHIN pastry MARGARINE

For safe sure production of puff pastry, from Banburys to vol-au-vent. Firm yet very plastic and extremely tolerant.

SPECIALITY SHORTENINGS

HYVO
high-absorption shortening

Specially designed for high sugar, high liquid cakes. Gives a beautifully smooth batter—sweet cakes of wonderful tenderness and fine even crumb. Ideal for icings.

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all-purpose shortening

All-hydrogenated, from the Cream Of Vegetable Oils, for long keeping. For biscuits, cakes, short and savoury pastry, fumeless frying—*all* purposes.

FLEX
— for puff pastry

The craftsman's choice—highly plastic and tenacious. For the flakiest, most delicious 'melt in the mouth' puff pastry that the specialist can produce.

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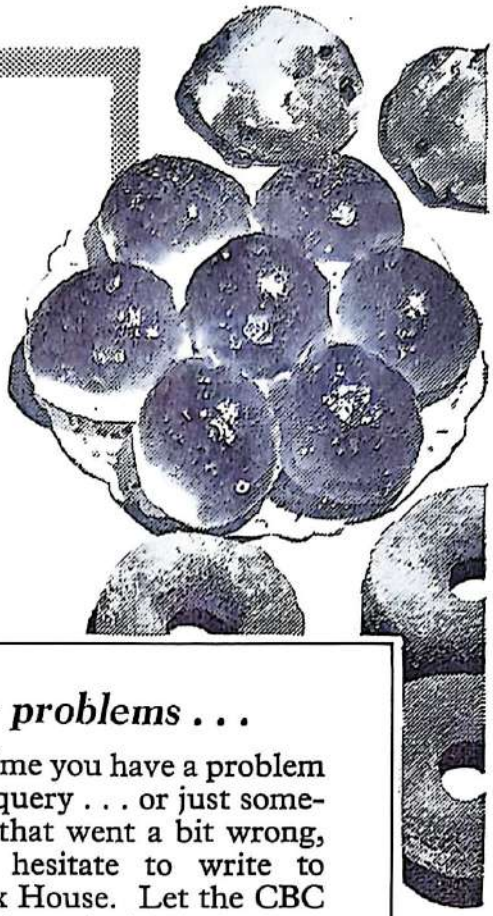
shortenings to come

BAKIT

GOLDEN SHORTENING



Bakit is a reliable, all-round shortening for general production, especially where conditions make ease of working desirable. Bakit is tolerant, creams quickly, takes egg easily and doesn't curdle. Use Bakit for bread and fermented goods, short pastry and cakes.

them now!

Any fat you could want . . .

any help you could want . . .

you'll get from CBC

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As for problems . . .

Any time you have a problem . . . a query . . . or just something that went a bit wrong, don't hesitate to write to Sussex House. Let the CBC staff of practical bakers worry about it instead! Recipes, too—if not already covered by our regular *Bakery Service* —will be sent personally. You've only to write!

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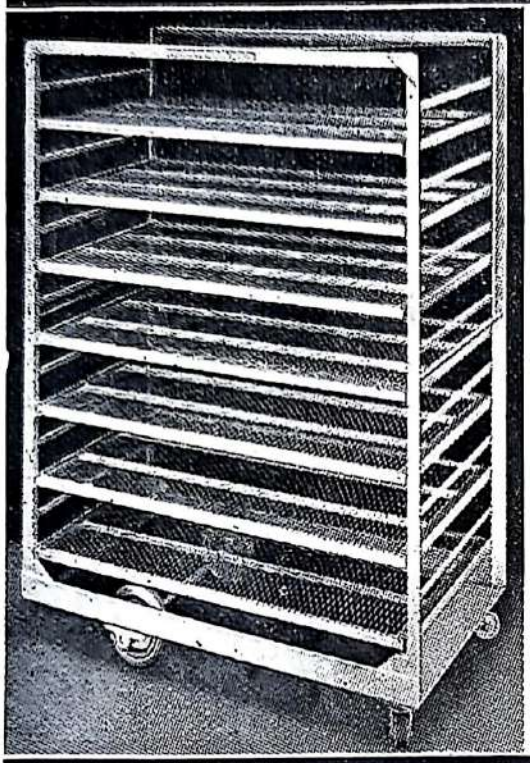
BREAD COOLING RACKS



ONE SACK CAPACITY

Each complete with 7 Removable Wire Strand Shelves, galvanised after make.

Size of Shelves, 54″ x 30″
Height of Rack 73″

The wire strands are set very closely together to ensure even distribution of weight. This eliminates the marking of loaves that results when coarse wire mesh shelves are used.

The Rack as illustrated is mounted on two swivel castors with 4″ diameter wheels and two 10″ diameter rubber-tyred fixed wheels. This is the mounting most favoured by Plant Bakeries, but customers are quite free to make their own choice on this point.

Your enquiries are invited

J. CROLLIE & SON LTD., POLLYTE WORKS, OXLOW LANE, DAGENHAM, ESSEX.

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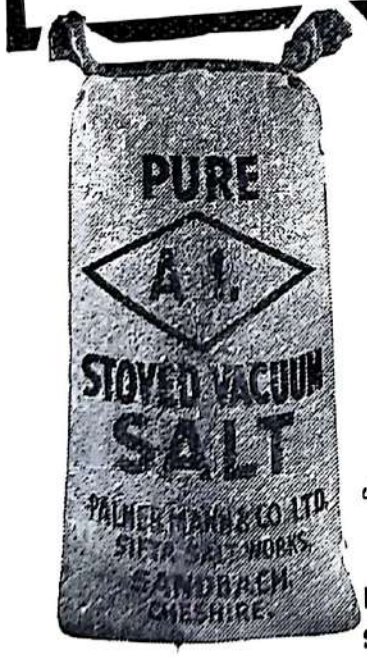
It's in the Bag!



A.I. Salt—the finest Stoved Vacuum Salt for all Bakery purposes. Prices and Samples on application

...and in the Tin!

Jolly Good Salt

The celebrated, free-running SIFTA SALT—the finest for table purposes. In 14-lb. airtight tins, 5/- or 14-lb. cartons, 4/8d.

made by
PALMER MANN and CO., LTD.
SANDBACH CHESHIRE

And now . . .

Morton's of Wishaw present their new L.D.120 Vertical 3-Speed Mixer.

This new machine is the result of four years' research and has been designed especially to enable the medium and small bakery firm to use the patented Process of Joseph Rank Limited for bread production without employing chemical improvers or bleachers.

One of the principal features of the machine is that it will complete the doughing without removing the batter from the bowl.

This new model is thoroughly suitable for all types of mixes as well as bread-making and carries a full complement of beaters and whisks.

The capacity of the L.D.120 is a ¼ sack batter. The larger model, the High Speed Batter Machine, Type HY, with 1-sack capacity, has been designed to feed a number of standard Dough-Kneading Machines.

For full particulars of the L.D.120 — 3-Speed Vertical Mixer and the High Speed Batter Machine, apply direct to the manufacturers:

MORTON

MACHINE COMPANY LIMITED

Atlantic Works, Wishaw, Scotland. Telephone: Wishaw 700. Telegrams: Mortonmix, Wishaw

'LOTHIAN' the ideal yeast food and quality bread improver is specially prepared for use with National Flour

'LOTHIAN' *Malt Extract*

'LOTHIAN' *Pure Dried Malt Extract*

'LOTHIAN' *Malt Flour*

Other **'LOTHIAN'** specialities include Liquid and Dried Malt Extract and Malt Flour for Brown Bread and Fruit Loaves

Enquiries for samples and prices welcomed

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Purveyors of Horse Malt
To the late King George VI

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The original Imitation Glace Cherry introduced by us in 1937 and replaced by "Jellyettes" during the war years. Manufacture has now recommenced. Perfect for Baking or Decorating. Packed in attractive 12-lb. containers. Red, Golden and Green. Our representative will show you samples.

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FAMOUS

RASPBERRY JAM

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this delicious

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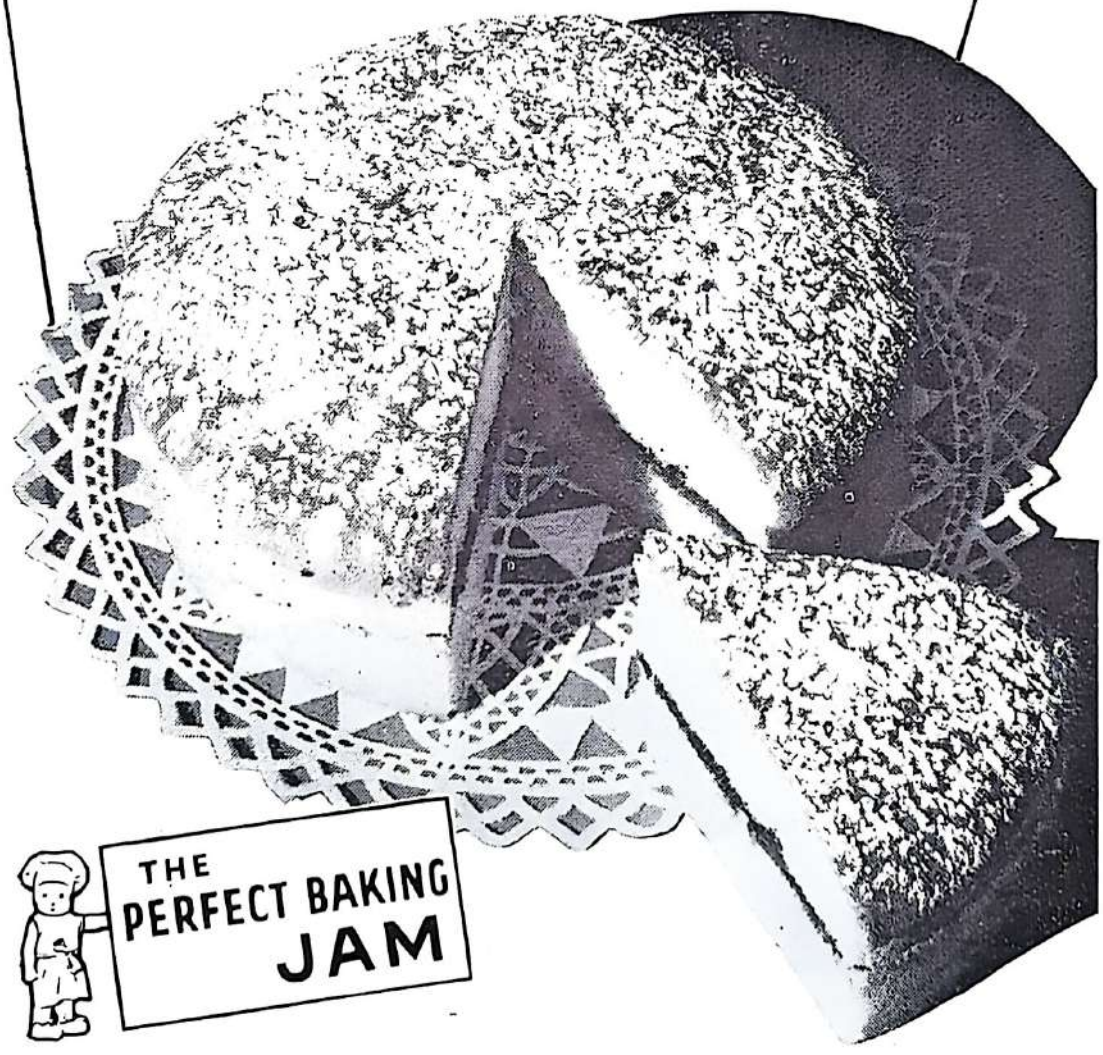

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For Tip-Top quality and reduced costs there is no better ingredient for your confectionery than TRUSOY. Our unrivalled experience, covering nearly a quarter of a century, is at your service.

TRUSOY costs no more than ordinary soya.

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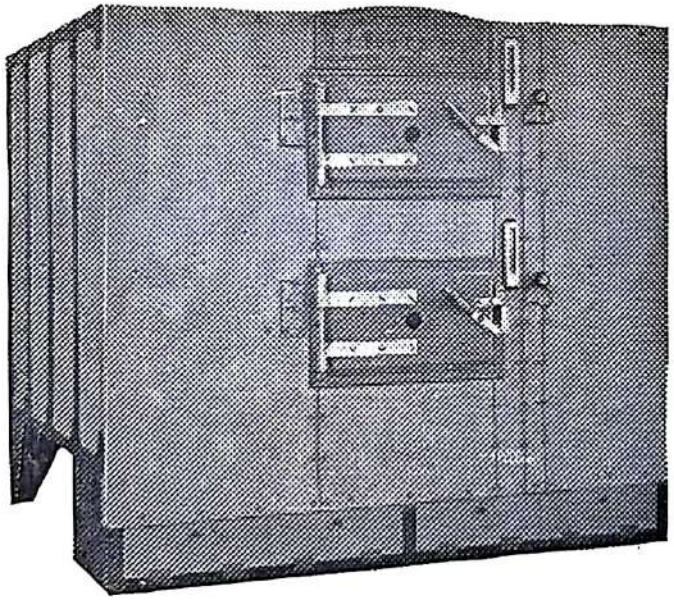

INCORPORATING EVERY MODERN IMPROVEMENT IN GAS OVENS

- ★ REASONABLE FIRST COST
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- ★ EVEN BAKING
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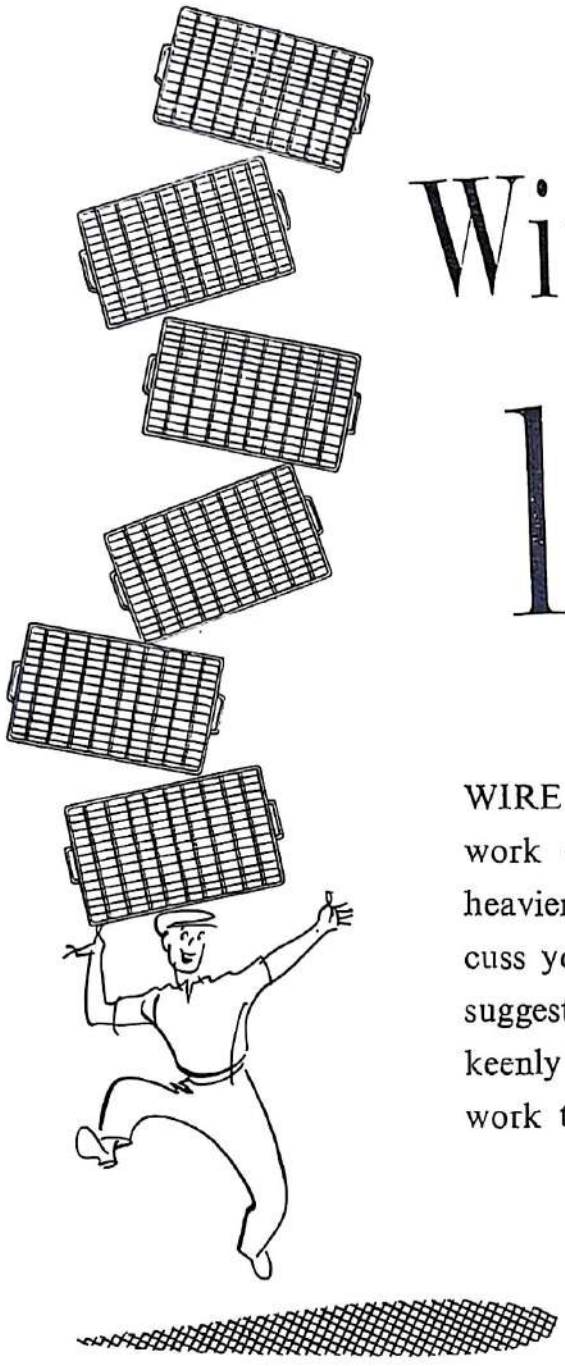
- ★ NO EXPLOSION RISK

Full details from:—

D. J. TONG & Co. Ltd., Gloster Works, Bolton

Established 1896 *Telephone: 1754*



Wire trays are lighter

WIRE TRAYS and other forms of Wire work often make an ideal alternative to heavier and more costly equipment. Discuss your needs with Arthurs, and they will suggest the most effective solution at a keenly competitive price. On repetition work their prices are even lower.

ARTHURS FOR REPETITION WIREWORK

A. E. ARTHUR LTD.

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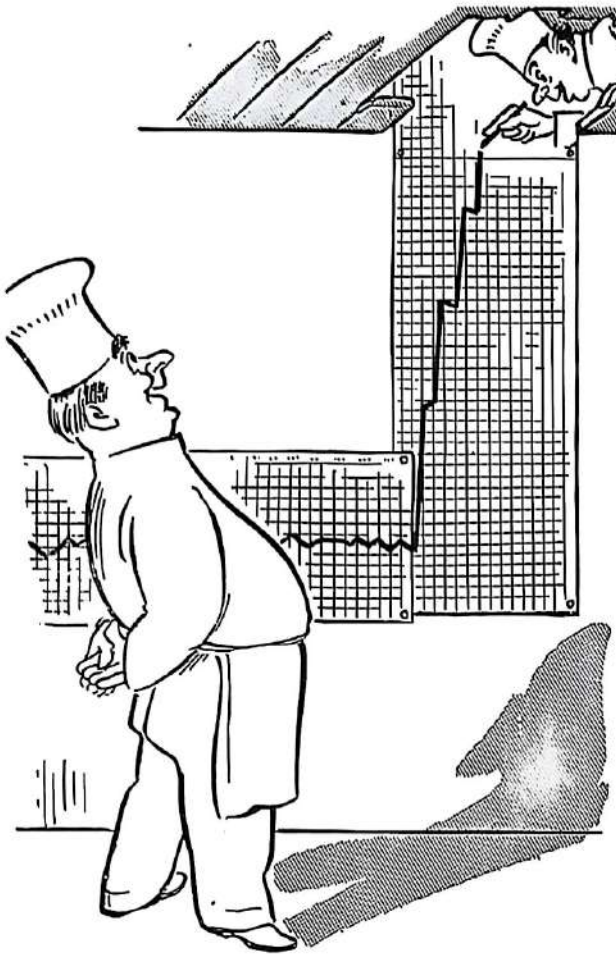
The sales policy of NUTREX remains unchanged. NUTREX supplies BAKERS—and only bakers—with NUTREX GLUTEN from which the most profitable and easiest-to-sell bread of all takes its name. The NUTREX company will continue to serve the baking industry and—by continuous and repetitive sales promotion—to ensure for the baker both his legitimate business and his fair trading profit. You can trust NUTREX to keep faith with the baking industry.

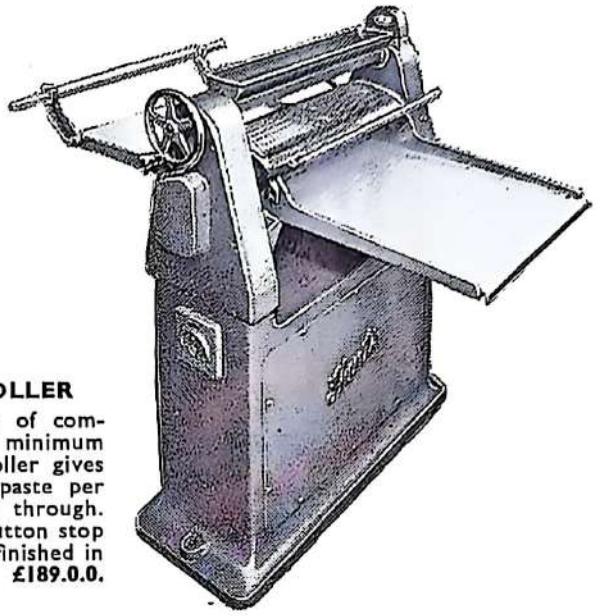
A STATEMENT ON POLICY BY NUTREX LTD

MADDOX STREET, LONDON, W.1



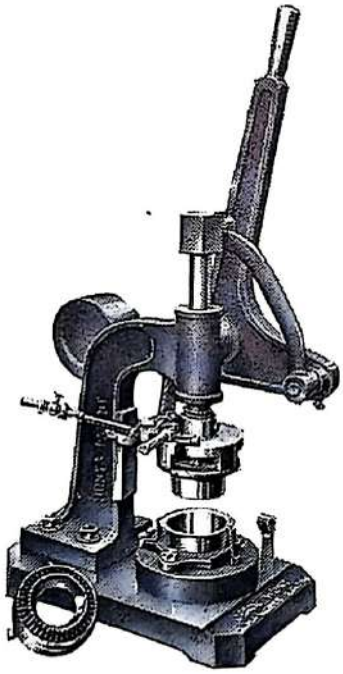
REMARKABLE INCREASE IN OUTPUT

Acclaimed by Bakers everywhere, the John Hunt range of bakery machinery has been specially designed to give the maximum output without sacrificing the high quality expected by your customers. Every machine is precision built by our skilled engineers and is guaranteed to give faithful service year after year.



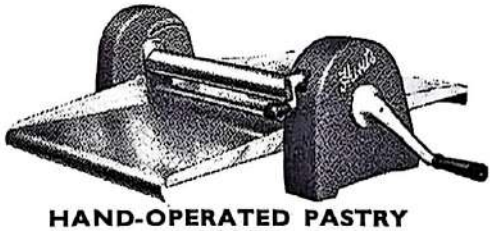
POWER PASTRY ROLLER

Robustly constructed, yet of compact design to take up minimum floor space, this power roller gives an output of 28 feet of paste per minute on the final run through. Easily operated by press-button stop and start, and attractively finished in green cellulose. Price **£189.0.0.** Carriage paid.



THE 'LITTLE' CHAMPION PIE AND TART MACHINE

Producing pastries of uniform thickness, the appetising appearance of your pies will be the talk of your customers and the envy of the confectioner 'down the road.' Capable of producing at least 400 open shapes per hour when operated by a junior member of your staff. Price **£15.15.0.** Carriage paid.
Sets of moulds and tins in various shapes and sizes extra.



HAND-OPERATED PASTRY ROLLER

A boon to the Baker with limited space, the hand-operated roller can be operated by the youngest of your staff. Sturdily constructed yet not too heavy to move about when required.
With 18-in. Rollers, **£23.12.6.** Carriage
With 20-in. Rollers, **£26.5.0.** paid.

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Volume 82 **JUNE 1953** **Number 6**

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Official Organ of the Institute of British Bakers

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76th year of publication

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LOYALTIES

IT is our desire, at this time of shared dedication and national rejoicing, to express, equally on behalf of our readers and ourselves, our humble duty and assurance of continued loyalty to the Crown, in the person of Her Majesty Queen Elizabeth II.

Thoughts of the Crown will be in all our minds, particularly during the next few days, but amid the universal goodwill and rejoicing of the moment let us pause to consider the vast and continuing meaning of loyalty. It has always been a deep-rooted opinion in us that, of all the virtues, loyalty is the one which most typifies and glorifies the British way of life. It is a solemn thought that a constitutional form which is considered to be outmoded in nearly all other nations of the world should go from strength to strength in the British Commonwealth of Nations. It cannot be solely in the loyalty of the subject to the Crown that lies this inherent strength. There is the transcendent loyalty of the Crown shown in face of duty which is often painful and arduous. Service, self-denying even to the point of supreme sacrifice, as exemplified by His Late Majesty King George VI, is a quality which is all too rare in this modern world of diminishing faith. We can all learn from such an example.

We may rest assured that his daughter inherits the selfless courage forever immortalised by King George VI. Our own personal fervent prayer is that she, fortified by loyalty, religion and family bonds, may walk in peace, leading the Commonwealth by her example, along the paths of loyalty and tolerance to the common object of world understanding.

Exhibition-ism

WITH a large portion of this issue of *Confectioner, Baker,* devoted to reports of exhibitions held recently in this country and in Germany, it seems appropriate to us to take stock of what the baking industry in this country can learn from these much-discussed functions. Is the average exhibition to be considered merely as a "day out" for the craftsmen, and are we, as an industry, failing to keep our eyes on the vital target of selling to the public?

Our readers will recall our last year's enquiry into the subject of exhibitions, when a well-informed correspondent posed the pertinent enquiry: "Is the trade making an exhibition of itself?" In the more-than-capable hands of Mr. W. E. Spencer, the pros and cons of the question were ably balanced, but a further issue, born at Düsseldorf, now presents itself to the thinking members of the industry. All reports from the Düsseldorf Fair have stressed the fact that in the ordinary shops of Germany it was possible to see and, most important of all, to purchase goods of exhibition standard.

That this is true of many Continental countries we have no doubt—the evidence is far too strong to be gainsaid. Unhappily, the reverse is the case here, with the exception of the honourable minority who, incidentally, do not seem to find their methods unprofitable! We must not let the richly-deserved success of British craftsmen at the Düsseldorf exhibition blind us to public demands. All too often, at the Merseyside exhibition, we of *Confectioner, Baker,* were approached by members of the public, complaining that they were unable to obtain in the local shops goods of the type shown in the exhibition. Although we were, we hope, able to provide the time-honoured excuses of controls and shortages, we could not help feeling that this particular alibi is becoming rather hollow.

It may be argued to the contrary—almost indubitably it will—that controls and economic conditions militate against the provision of exhibition quality in everyday goods. That, we submit, is defeatism. On the other hand, our correspondents report from all over the United Kingdom that the public is in an increasingly "quality-conscious" mood—and that this is by no means confined to the upper social strata. Are we not too inclined to say, when a price increase forces itself upon us, "Oh, the public won't wear that." Naturally they will not if additional charges are not justified—and amply justified—to the customer, by advertising in one form or another. Goods of exhibition quality need not be unremunerative—the quality baker is seldom seen in the bankruptcy court, provided efficiency goes hand-in-hand with quality.

LETTERS TO THE EDITOR

Sir,—

MAY I, through your columns, address this personal letter to all those interested enough in the baking industry to have chosen it for a career, also to their friends and relatives.

I have, during the past seven or eight years, attended practically all the lectures and demonstrations given at the Borough Polytechnic, organised and sponsored by the Bakery Workers' Guild. I attended in the first place, not because I chose the industry, but because my husband, already a baker, chose me. Each demonstration I have attended has interested me more and more, so that I always find myself looking at the attentive audiences, particularly seeking the youthful members of the industry. Among the older stalwarts of the Guild there are quite a few young people, but not so many as one would expect at such fine demonstrations.

If youth could be persuaded to attend but one of these demonstrations I am sure that the urge to gain more knowledge from the fine craftsmen who give these demonstrations would be such a stimulant that it would set the Guild a real problem of expansion—one that they would willingly face. This aim of the Guild, to make better and happier craftsmen by introducing the finest demonstrators in the country, is unique. I have never yet attended a dull demonstration, but I would willingly stand aside for one interested youth if space should become short: that is how I feel about these demonstrations.

The Guild is also to be commended on its far-sighted policy in allowing relatives and friends to attend these demonstrations, and so deepen their interest in an industry worthy of interest from without as well as within. To the President, Mr. W. E. Spencer, officers and members of the Guild and to all the fine demonstrators too numerous to mention by name, I say "Thank you all" for many enjoyable Saturday evenings; long may they continue!

Yours sincerely,

L. B. FANCE.

136, St. Awdrey's Road,
Barking, Essex.

SWISS COURSE IN LUCERNE, AUGUST, 1954

Sir,—

ARRANGEMENTS are being made with the Richemont School of Bakery in Lucerne, Switzerland, to hold a special 14-day course for a party of British bakers from July 31 to August 14, 1954.

There are still a few vacancies left in the party attending this course. Anyone who is interested in joining can get further particulars from the undersigned.

L. J. HANNEMAN.

Bakery Department,
Cambridgeshire College and School of Art,
Collier Road, Cambridge.

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Learning from Life

THE COLOUR PROBLEM

TO a competent teacher there is little that cannot be taught successfully, provided that the student is interested and has the necessary level of education. Competence in the teacher means knowledge of the subject and the ability to impart that knowledge with clarity and with understanding. The most involved and difficult subject can, in such hands, be broken down into parts that in themselves can be easily grasped, until at last there is an understanding of the whole. In technical education success is not attained until the student takes his technology and science from the school and applies it in the workshop, and it is in this application that there comes not only a better understanding between student and teacher, but a greater satisfaction to the trained worker who would otherwise think himself merely a link in an industrial process.

by W. J. FANCE
F.Inst.B.B.

All teachers, of course, are conscious of this, and the reiteration of it might be hackneyed were it not for the fact that, in this rather compact reasoning, we are in danger of failing to realise that while all of this may be true in general, it may not be so in particular. The particular in the case of bakery education is in "Colour and Design in Cake Decoration," for into this comes a facet less discernible in other parts of the syllabus, one that can be expressed in two words—good taste.

A teacher can expound at length on the theory of colour, using the colour circle as a visual aid; he can dilate on the difference between a tint and a shade; talk on, explain and illustrate heraldry and architectural forms, then apply them on cake or plaque, gateau or fancy. He may break each subject down and guide the student carefully through the complexity of each subject, emphasising particularly the importance of care in the use of colour in foodstuffs and the changing fashion in design. Then, when the student is on his own and class control is off, in most cases he reverts to the conventional in design and uses colour with joyous and lavish abandon. Age or sex does not seem to affect either colour sense or the lack of it. The same can be said of teacher, demonstrator and competition exhibitor alike.

The reason for this reversion to the conventional in design is one of fear, fear of trying something new, of stepping into the little known when it is so easy and comfortable to be secure in conformity. It is so easy to laugh at the pioneer, when surrounded by the mass mind and conditioned by the mediocre. It has been said that the pioneer "takes the difficult in his stride, but takes a little longer to master the impossible." The pause between the intermediate and the new is the heyday of the critic, the testing time of the seer and circus time for those who would bait but never understand.

The question of colour cannot be so easily explained or resolved. Colour is a sensitory reaction common to us all. What we see and how we feel about it can vary considerably between individuals for the effect of colour depends on the eye of the beholder and exists only in the mind of the person who sees it. A lack of colour harmony may shock the beholder and at the same time bring a sense of satisfaction to the creator. This satisfaction may come in several ways, first, because he created it; secondly, because he sees it differently; thirdly, because the use of lavish colour may compensate him for a life that is altogether drab and dull. Lastly, he may just lack good taste.

It seems strange that really green peas and bright red carrots are desirable, and that the same colours on a cake would

(*Concluded on page* 68)

The Exhibition Committee presents a Coronation casket to Liverpool's Lord Mayor: (left to right) Lord Mayor (Alderman A. Morrow, J.P.), James P. Hallett, president, Mrs. Hallett, Mayor of Birkenhead, Lady Mayoress of Liverpool, Mr. W. R. Maylor, J.P., exhibition chairman

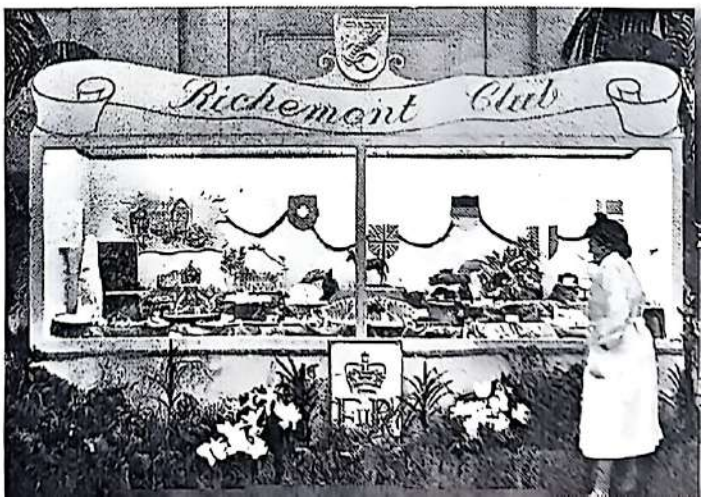
MERSEYSIDE

"INSPIRATION, INCENTIVE and PUBLICITY!"

"THIS is an exhibition that provides inspiration for the student, incentive for the craftsman and a chance for the public to see the confections of our own and other countries." In these wise words, MR. W. R. MAYLOR, J.P., chairman of the Merseyside Exhibition Committee, summed up the justification, if any were needed, for the Coronation Exhibition held at St. George's Hall, Liverpool, from April 28-30. At the exhibition dinner, before more than 200 guests—judges, exhibitors, allied traders, members of the sponsoring organisations and a number of civic worthies—praise was lavished on all who had contributed to a success which, in the event, was obviously achieved. Though entries were in fact 400 down compared with the 1951 exhibition, facts and figures alone tell an incomplete story and the exhibition performed a singularly valuable service to the trade in obtaining much valuable publicity in the influential Merseyside Press. In this direction, too, the fact that considerably over 4,000 members of the public paid for admission, lends point to this positive propaganda effort on the part of the local trade.

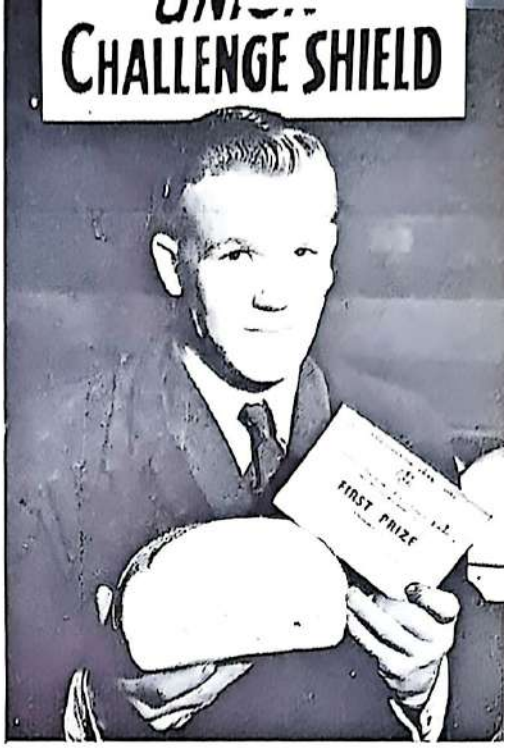
(Above) First prize winners in the Coronation gateau class, the S.E. Durham Co-operative Bakeries, were represented by Mr. George Blenkinsopp

Mr. Maylor said that the exhibition was a triumph of teamwork. Were such exhibitions worthwhile? The bakery and confectionery trade was going through a process of change, and, as more and more mechanisation was introduced there was a diminution in the demand for real craftsmen. More specialists were called for and fewer all-round craftsmen, but the latter were, after all, the lifeblood of the trade. In spite of all the changes that were taking place, let the standards of craftsmanship remain high. Controls might have retarded changes, but changes had been going on for nearly 600 years, up to 1815, when it was the duty of the civic authorities to fix the price of bread. "No wonder Pharaoh hanged his baker," added Mr. Maylor. Paying a tribute to the work of the judges, the chairman said the whole reputation and prestige of the exhibition was determined from the moment the judges took over. In conclusion, Mr. Maylor said that it ought to be acknowledged that, although the bodies which



(Right) The Richemont Club's exhibit — British craftsmanship in the Continental manner — probably the most popular display in the exhibition

TELLS THE WORLD



★

John Spencer shows 'C.B.R.'s' camera the loaf that won father 'Bill' Spencer the Union challenge shield

★

sponsored the exhibition—bakery students, master bakers' organisations and co-operative societies—had different outlooks, they had worked with a common purpose in that exhibition for the good of Merseyside.

Presiding at the dinner, **Mr. James P. Hallett,** president of the exhibition, gave a pat on the back to all his colleagues. The **Lord Mayor of Liverpool (Alderman A. Morrow)** said he had been agreeably surprised by the size of the exhibition and the variety of goods shown. Merseyside, he recalled, was one of the foremost milling centres in the country, and, furthermore, had some of the largest bakeries in Europe. These standards were matched by the high standard of training given to students in the bakery department of the city's Technical College. "If all industries were as keen on technical education and advancement as the bakery and confectionery trade, they would have nothing to fear. I congratulate your trade on its enterprise."

The organisers of the exhibition made the bold claim that it would be the largest to be held outside Olympia. One's first view of the great Victorian, chandelier-hung, interior of St. George's Hall, staging the confectionery and proprietary bread classes in the centre and flanked on either side by the allied traders' attractive displays, confirmed that claim. The lay-out was admirable, all items being readily visible and the window display classes attracting particular attention. Allied traders' stands, which always lend colour to bakery exhibitions, included such well-known names as **Wm. Moorhouse and Sons,** showing their range of bakery jams and bottled fruits, and **Dunstable Showcases, Ltd.,** with their modern display counters. Bakery machinery was featured by **Domex Engineering Co., Ltd., Oddy's (Engineers), Ltd., Creeds, of Liverpool,** and **D. Ayres Jones, Ltd.** Other well-known names included **Antelope, Nutrex** and **Procea,** and the cash register firm of **Gledhill.** Bread display and students' classes were upstairs in the small concert hall, while the Students' Welcome Club, whose *pièce de résistance* was a magnificent sugar model of Liverpool Cathedral, occupied rooms adjoining the main hall.

Catering, too often a black spot at exhibitions, was in the capable hands of the **Liverpool City Caterers,** and we have nothing but praise for the manner in which it was carried out. Service, in the hands of a corps of courteous and charming waitresses, was quite distinctively pleasant, and hygiene is obviously a major pre-occupation of the contractors.

In the entrance hall, visitors were immediately confronted with the magnificent display arranged by the Richemont Club, which was staffed by a volunteer body of ladies, ever willing to explain the finer points of the show to the crowds who were irresistibly drawn to what was one of the focal points of the exhibition.

Close by, we of *Confectioner, Baker* had our own display, featuring cakes designed by **Miss Joan Russell** and **Mr. John Scade** (both, of course, of the National Bakery School). We were pleased to greet many old and new friends, including **Mr. S. T. Fance,** of Ilford, young **John Spencer,** who represented his famous father, **W. E. Spencer,** alike prominent prizewinners. **Mr. Charles W. Evans** (Malga) and his charming lady (the very spirit of Merseyside hospitality) both came to see us. **John Snelling** (Thos. Hedley and Co.), I.B.B. councillor, and **Charles Jarvis,** hard-working national organiser of trade

(Below) The magnificent window display that won the George McKay cup for J. Chatwin and Son, Ltd., of Nantwich

"CANDID" comments on LIVERPOOL'S BIG SHOW

For right royal baking

Manufactured by JOSEPH RANK LIMITED

Left (above) Exhibition president James P. Hallett (left) greets Newcastle visitors, Mr. and Mrs. G. C. Goodfellow

(Below) Head of the department of Food Technology, Liverpool City Technical College, A. L. "Les" Fletcher (left) with assistant teachers Miss Lilian Thomas and Mr. Dennis Askew

education, were simultaneous visitors. **W. H. Benson** (Unicream), cheery "**Bill**" **Morgan,** of Nutrex, and student leader **Mrs. Dorothy James** signed our visitors' book, too, as did **James P. Hallett** and **T. G. Jennings,** exhibition president and convener respectively.

The corps of judges included.—Bread: **Messrs. E. F. Mitchell** (chairman), **W. Collier, E. Jennings, G. S. Williamson, J. Evans** and **A. J. Morgan.** Confectionery: **Messrs. P. J. Oliver** (chairman), **E. Alvan James, H. Aspin, A. R. Childs, F. Nott, A. Harding, H. Heath, W. Price, T. Thompson, V. Wood** and **T. R. Paterson.** A touching gesture was made by the judges when they stopped work at noon on the opening day and stood for a while in silent tribute to the late **Herbert J. Penny.** After the Lord Mayor, accompanied by the civic leaders of Merseyside, had performed the opening ceremony, he was presented by Mr. James P. Hallett with a magnificent piece of confectionery craftsmanship, made by students of the bakery department, Liverpool Technical College, in the form of a cake designed as an open book and containing trays of chocolates.

Competition standards were high, on the whole, although the Coronation gateau class perhaps fell rather short. It is curious to note that this has been the case at several other exhibitions recently.

Principal awards went as follows: The Liverpool Factory Bakers' bread challenge trophy, **J. E. Bridges,** Royal Arsenal Co-operative Society, Woolwich; **D. R. Adams,** of Morecambe, crowned several years' efforts by deservedly winning the exhibition committee's confectionery challenge cup; and **Derek Bland,** also from Morecambe, took the Sayer students' challenge trophy. Other main awards went to: **Thomas Scott and Sons (Bakers), Ltd.,** Netherton, Liverpool (president's special bread class and Cox (Ovenbuilders) bread challenge cup), whilst **W. E. "Bill" Spencer** took the Union bread challenge shield. Mr. Adams added to his laurels with the Stafford Taylor confectionery challenge cup, and the Union challenge shield for lightly fruited cake (operatives) gained a local success for **T. Cook,** of Liverpool. Group winners in the confectionery classes were **Kirkland Jennings, Ltd., Liverpool** (Group "A"), the Irish firm of **Cunninghams' Bakeries,** of Naas, Co. Kildare (Group "B"), and D. R. Adams (Group "C"). Winners of the Coronation window display class (George McKay cup) were **J. Chatwin and Son, Ltd.,** of Nantwich.

Reflecting on this great exhibition as we returned to London, our main impression was that the cold skies of Liverpool cover many warm hearts. The ambitions of the organisers were certainly realised in no small measure, and we look forward to next time.

Above (left to right) Students Misses Edna James, Jean Stanmore, Jean Harris and Mr. Syd Beardsell demonstrate the fine art of piping before a crowd of visitors

Below (left to right) Mr. L. T. Jones (Trakranen Bros.) examining bread prize winners with Mrs. Hibbert and committeeman Hibbert from Wallasey

JAP BISCUITS and FANCIES

by

JOHN SCADE

(National Bakery School)

SIR MORTIMER WHEELER, acknowledged star of one of television's favourite programmes, said the other evening: "All good things originated on the Continent." Whatever the merits or otherwise of that statement it must be conceded that many good things which we now enjoy in the confectionery trade had their beginnings in other countries.

Jap biscuits—or more correctly Japonais—obviously were introduced from France. The word "Japonais" is French for "Japanese." Why they should be called Japonais biscuits is not quite so easy to determine. Is—or was—there some simple relationship, in the minds of those early craftsmen, between the traditional "almond" eyes of the inhabitants of the Far East and the main ingredient of these fancies?

During the last war I found myself billeted, at one time or another, in most of the countries of Eastern Asia, but never once did I come across anything even remotely connected with the confection as we know it today. So for the time being the honours must remain with the French pastrycooks for their creation of one of our most delicious items.

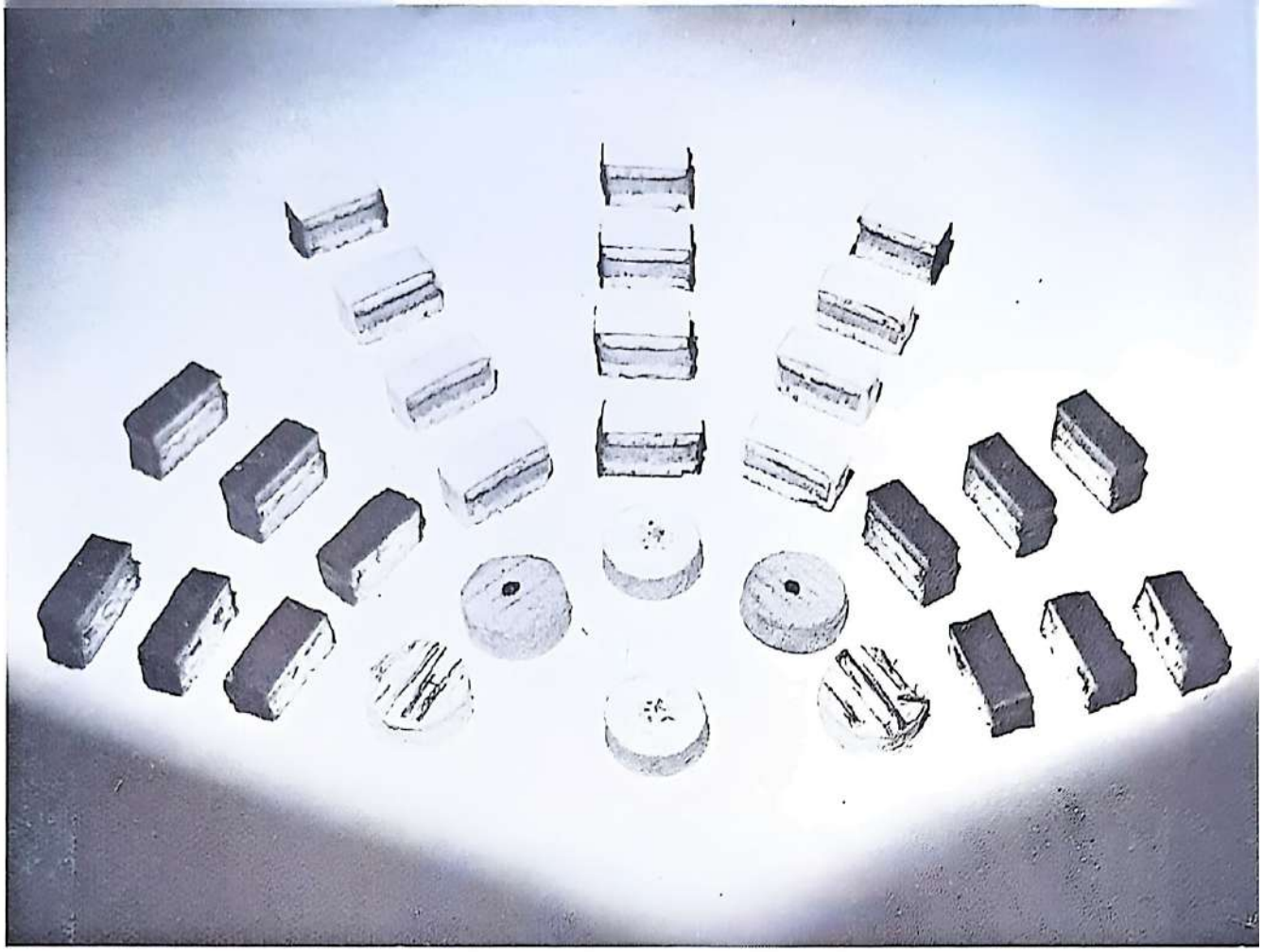
The method now employed in their production varies among confectioners. Jap biscuits are not a quick or easy line to produce, but their popularity among the public makes their manufacture worth while. Prepare baking sheets by thoroughly cleaning and lightly greasing. Dust the trays with flour, knocking to remove any surplus. The almond mixture can then be piped on to the trays in the same manner as one would make sponge drops. Keep the bulb as flat as possible. This method is speedy, producing a biscuit with a slight dome.

An alternative method is to mark the floured baking sheet with a small, plain cutter and, using a savoy bag fitted with a ¼ in. tube, pipe the mixture in circular form until the marked space has been completely filled. This method is slower than the first, but produces a flat biscuit. Another method is to use a specially manufactured rubber mat with cut-out circles. Place the mat on the baking sheet. Spread the Jap mixing quickly over the surface. Remove the rubber, and the biscuits remain on the sheet, neat and of even thickness. Bake carefully at 320 deg. F. Store in tins in a warm, dry cupboard until required.

Another popular line using this type of mixing is the Japonais slice. Clean and prepare a baking sheet as before. The alternative method is to grease and paper the baking sheet. Spread the mixing ½ in. thick and bake carefully at 320 deg. F. Allow to cool before turning out. The paper can be removed by damping the surface with water. Care must be taken to ensure that these sheets aren't overbaked. This causes a biscuity crispness which makes further handling difficult. The sheets are sandwiched together, using buttercream flavoured and coloured, and often with the addition of chopped nuts and cherries. Cut the sheets into 2½ in. strips ready for fondant coating or chocolate covering.

The easiest way I have found to do this is as follows. Suppose the strips to be coated are 15 in. long by 2½ in. wide. Have ready some pieces of wood, cut from timber ½ in. thick and measuring 16 in. long by 2 in. wide. Place the strip of Japonais slice on the piece of wood. Run the chocolate over the slice from end to end. Use a small palette knife to remove the surplus chocolate from top. You will find that all the surplus chocolate runs clear of the bottom edge of the slice, leaving

ORNAMENTAL 'ORIENTAL' TEA-TIME FAVOURITES



a neat. clean finish, which is so important.

Further, by removing the slice and the wooden support together it can be set aside to harden without any danger of breaking. When the chocolate has set, the pieces can be moved to a 'fridge to allow the buttercream to harden. This facilitates easy cutting of the slices into fingers.

Variety in this line can be obtained by varying the colours of the mixings, raspberry and pale green being the favourites. The chocolate covering can be combed or small amounts of coloured decoration added just before the chocolate sets. The sheets can be covered in thin marzipan or cream paste suitably marked by rollers. An able confectioner will find endless ways of presenting these appetising morsels. Coloured fondants and various nuts for masking the sides can also be used to great effect. Another special favourite is to bake franzipani mixing on a papered tray as you would swiss roll. Cool and strip off the paper. Sandwich the franzipani slice between two sheets of Japonais mixing. Cut into strips 2 in. wide. Finish in any of the methods described above.

Jap biscuits are sandwiched with buttercream in such a manner that the smooth, flat surfaces are on the top and bottom of the finished article. A good buttercream, nicely flavoured, is essential for success. Lay out half the biscuits on the board. Fill a savoy bag with buttercream, and pipe a bulb of cream on each biscuit. Place another biscuit on top. Press slightly until the buttercream comes to the edge of the biscuit. Roll the edges in broken Jap biscuit crumbs or other suitable material. Pipe a small bulb of chocolate on each biscuit or "spider" the surface with fine chocolate lines. Here again the craftsman will be able to ring the changes on the decoration of these biscuits, making full use of available material. The top surface decoration must necessarily be quick and simple, as most of the time is spent in sandwiching the biscuits and masking the sides.

The items illustrated were made from the following recipes:

JAP BISCUITS

(1)		(2)
1 pt. egg whites 1½ lb. sugar	Beat	1 pt. egg whites 1½ lb. sugar
6 oz. cake crumbs 6 oz. ground almonds 6 oz. sugar	Mix	12 oz. ground almonds 3 oz. soft flour

JAP SLICE

1 pt. egg whites
1¼ lb. sugar
1¼ lb. ground almonds
2 oz. soft flour
2 oz. oil

Window on Wales

WHEN THE WIND BLOWS

THERE are even North Walians to be found willing to subscribe to the view that the sooty, dusty picture springing to some minds at a mention of South Wales is not altogether true. However, while there exists beauty to offset it there remains in some parts dust—and the problems that go with it. Tradespeople are mindful of it, as was shown only recently when the East Glamorgan and Monmouthshire Federated Chambers of Trade expressed concern at the dust nuisance. In Bargoed, one of the areas said to be affected, is **Mr. Brinley Davies,** a baker and confectioner who has been there 16 years. He finds that when the wind is in the "wrong" direction things can be bad, although he has nothing serious to report about dust getting inside his shops. Mr. Davies would be the last to complain if he were to see the nuisance defeated in later years, but at the moment he is inclined to reason on these lines: "We haven't to forget the point that this dust is being caused by industries on which we depend for our living."

Port Talbot, Too!

AWAY over the hills, on the coast, Port Talbot has a worse problem. There another baker could tell Mr. Davies: "In the last few months the dust has lessened slightly thanks to the technical experts, but we are far from satisfied. Do you know that in my yard, which is about 160 feet by 25 feet, I can collect in a day half a bucket of what looks very much like iron filings. Every month the shuting on the roof has to be emptied of this same stuff. In the shop a counter can be cleaned—yet after half an hour you find the dust has settled again. Fortunately, the confectionery is brought in and sold almost immediately, so it is not there long enough to be affected."

"Getting It" Both Ways

BAKERS will sympathise with a butcher who appealed to fellow traders of a mining town to be mild in their protests about dust. He argued that if they made a big issue of it they would prompt "officialdom" to come out with a long list of do's and don'ts for the protection of food. A reply he received was in effect: "You seem to be displeased at protecting food in the interest of your customers." Poor man! It is quite a change for another trader to receive the privilege of unfavourable comment, no matter what standpoint he adopts. Bakers have for long now viewed themselves as the Cinderellas of industry, but are not jealous of the position and will readily make way for the butchers.

Odious Comparison

BUTCHER and baker will be interested in what one sanitary official has to say in regard to hygiene generally. "I find the butchers seem to be traditionally clean yet, as a whole, I don't find the bakers up to a very good standard." He mentioned "a film of flour dust" to be seen in bakehouses, and submitted that perhaps this did not give the baker the incentive to have his premises clean. Another point he noticed was that when pastries were finished in the bakehouse they were not always transferred to a cool place "as they should be." Therefore, if there were any germs present they were liable to multiply on them in the heat. **Mr. A. J. Eddy,** of Whitchurch, Cardiff, has a wide knowledge of the trade in Wales, and he is certain that, on the average, bakers give little cause for complaint. He disagrees, too, that the film of flour dust can discourage the baker in being clean, nor does he see that its presence is detrimental. Anyway, he says, it's almost impossible to avoid. Could it be that the official's remarks are directed at places off the beaten track? The answer is no. They concern bakers in a fair size town.

Soap Unpopular

THERE is no doubt the same official would be interested in a Clean Food Association that has been promoted in Pontypridd by the local authority. Traders qualify for membership on reaching certain standards, and they are asked to adhere to rules drawn up for the different trades that are embraced by this association. He would be particularly interested to learn how bakers have reacted to a rule that asks for soap to be one of the cleaning materials available. Thoughtfully, some have objected to using soap because of the possibility of its getting into the food. Instead, they are using detergents, which the association asks should also be provided, and those who have compiled the rules have nothing more to say than: "We're happy."

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on the occasion
of
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North of the Border

S.A.M.B. ELECT PRESIDENT

THE election of **Mr. William Weir** as president of the S.A.M.B. at the May conference is a fitting one in this year when his firm, T. and W. Weir, of Garscube Road, Glasgow, are celebrating their centenary. The business was founded by the grandfather and great uncle of the new president in 1854, and it can be claimed that no family business has been so worthily maintained. Mr. Weir is very well known beyond the confines of Scotland because of his activities as a judge of bread. Also attending the conference was that grand old man of the trade, **Mr. James Morrison,** Provost, of Stevenston, who joined the association in 1896, and who was attending what is well over his 50th conference. Starting as a boy of 11 in his father's bakehouse, he built it up into one of the best known in Ayrshire, was president in 1919-20, and thereafter became convenor of the Benevolent Fund. Now in his 94th year, and still hale and hearty, he leaves the business to his two sons, which is an excellent arrangement, allowing him time to deal with the civic affairs of the burgh—which became a burgh after 40 years of fighting in which the Provost took an active part.

Coronation Activities

THERE has been relatively little trade activity over the Coronation in the sense of special decoration by bakery shops in Scotland. It may be that we are slower to start than the English and less given to display. It certainly argues no lack of loyalty. One firm which has done something unusual is the **United Co-operative Baking Society** which put on the road a specially decorated van—which was really something. Using bold Coronation colours the society has splashed lions rampant on the sides and used red, white and blue on the cab to telling effect. It undoubtedly suggests that a great deal more might be done in the way of decoration by bakers, although they will naturally argue that painting is a costly business and that regular redecoration would run into a fair sum. One interesting possibility—used to a limited extent so far—is the use of aluminium sheeting, processed in brilliant colours as a sign or plate on a normal body. When the vehicle is due for a repaint the plate is unscrewed and the body sprayed; the sign—which is almost untarnishable—being riveted back into place. These signs have been used with great success by at least one large Larbert firm. The makers of the signs tell me that they have been too busy on other work to develop this as they would like to, and that the idea may well be held over until they get round to the job of producing these plates.

Persistent Housewives

THE Scottish Housewives' Association is back on the warpath on the subject of bread. They are asking that a full list of ingredients and the method of treatment of flour should be shown by bakers alongside the bread they sell. The association also wants to have all types of wholemeal bread subsidised in the same way as the national loaf is, and the Government and overseas Governments are to be asked to take action to that end. The ladies are nothing if not persistent, and this latest move on bread is one which the trade will watch with interest if not alarm.

Discrimimating Shoppers

THE job of selling is becoming tougher each month for bakers here, not so much because of lack of money but because of discrimination by shoppers. There is plenty of money for the things the public really want, as most business men know. The task facing the bakers is to make the consumer want their output enough to buy it at the prices which must be charged. Which brings us back to quality. There is still plenty of evidence that quality is the important selling factor at the present time, and that shops which are baking and selling quality are doing as well as can be expected in the present period; and some are doing even better than might be anticipated.

Mobile Shops Popular

USE of shock tactics to create increased sales is something which has been studied in Kilmarnock. The Co-operative Society there recently expanded its electric vehicle fleet and is doing so again, at Ayr, using N.C.B. electric bread shops.

Staff had become so accustomed to the horse and cart era that they were bored. Customers were equally unaffected by the daily arrival of the baker. Sales were far from peak. The introduction of lower-cost, economic transport was valuable from the managerial viewpoint. But from the staff and customer viewpoints the results were more than important—they were astonishing.

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ILFORD ILLUSTRATED

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ESSEX: 37 NOT OUT!

EXHIBITION PERSONALITIES

By PETER WHELPTON

THERE is a tradition that the sun always shines on the annual exhibition of the Essex County Federation. This year's show, thirty-seventh in the series, was staged at the Town Hall, Ilford, on April 27. A glorious day, with an increased number of entries—just over 1,360—made it one of the most successful on record. Under the chairmanship of **Mr. W. J. Goodall,** the bread judges were Messrs. **H. Bamford, P. H. Moll, T. Haines** and **W. P. "Bill" Meehan,** F.Inst.B.B. Best wishes for a speedy recovery were sent to **Mr. Fred Broomfield,** who was unable to attend through illness. The confectionery judges, once again under the chairmanship of **Mr. E. Alvan James,** were Messrs. **A. R. Childs, F. Nott** and **P. C. England.**

Repeating his success of last year, **Mr. W. C. Hambrook,** of Ayers and Sons, Guildford, was awarded the Essex County challenge cup for bread. No easy victory this, for **B. H. Clark,** of the Cadena Cafe, Oxford, and **E. H. Puttock and Son,** Worthing, were close behind, as they were also in the Kent Globe Challenge Cup for classes 8—10 which, in the event, went to **Blakes' Bakeries,** of Bristol. In the classes for Essex entries only, the silver challenge shield went to **Mr. H. Robertson,** of the Colchester Co-operative Society.

In the open confectionery sections, **Blakes' Bakeries,** of Bristol, scored again to take the challenge cup, although **Fance and Sons,** of Ilford, were well in the running, as indeed they were in the Featherstone Cup, although this was finally gained by **G. R. Muir,** of Ilford. The Coronation cake class brought but one entry, an effective replica of Windsor Castle, by **A. J. Tweed and Son,** of Colchester.

Attractive window displays were submitted by the S.W. Essex association, and by the Colchester and Chelmsford associations, who were placed in that order. Students' entries were plentiful and of high standard, and the coveted Alvan James Cup went to **Miss Shirley Smith,** who is with Mr. Muir at Ilford, and is a pupil of the S.E. Essex Technical College.

Speaking at the judges' luncheon, the Deputy Mayor of Ilford (Alderman P. V. Faning) spoke of his close association with the trade as a governor of the S.E. Essex Technical College, and of his pleasure that the federation's exhibition was once again being held in Ilford. The Deputy Mayor apologised for the Mayor's absence on official business, but referred to his own good fortune in being accompanied on that occasion by the Mayoress and the Deputy Mayoress. **Mr. W. Bruce,** of Colchester, federation president, welcomed the Deputy Mayor and **Mr. E. Arthur Coleman,** J.P., the National Association president. Mr. Bruce thanked **Mr. Goodall** (chairman of the committee) and **Mr. L. I. Webb** (hon. secretary) for their magnificent work in connection with the exhibition, and stressed the part played in trade education by competitions of this sort. Mr. Coleman referred with regret to the general decline in the standard of fermented goods, and Mr. Nott made an inspired plea for what he called "a real old-fashioned Bath bun." Mr. Peter Moll, for the bread judges, commented on the new flour and said that bakers would be happy to make bread of any colour that the public wanted. After the official opening of the exhibition by the Deputy Mayor, the Mayoress was presented with a magnificent iced cake by Mr. Bruce. Public attendance was heavy and a great deal of interest was aroused by the exhibits.

PEOPLE IN PICTURES: *A "C.B.R." CAMERA FEATURE*

Always a welcome guest at Essex functions, "Confectioner, Baker's" hirsute cameraman brought back from Ilford the pictures on the opposite page. (1) (left to right) Miss Anne Palmer, Mr. Frank Hirtes and Mrs. R. Martin examining the single-tier wedding cake class prizewinners, in which Fance and Sons, of Ilford, took first place. (2) E. Arthur Coleman, J.P., N.A. president (left) tells "C.B.R.'s" Peter Whelpton what to look for in fermented goods. (3) (left to right) Congratulations from last year's Bread Challenge Cup winner to this year's: (left to right) Mr. W. J. Puttock, of Worthing, "Bill" Meehan and Mr. W. C. Hambrook (who is holding the "baby"). (4) Is this the bakery picture of the year? (left) Little Susan Ashard, daughter of Edme's Eastern Counties' representative, C. F. Ashard, admiring A. J. Tweed's representation of Windsor Castle, with Mary Follett, daughter of Chelmsford's president. (5) Miss Shirley Smith (right) holds her Alvan James Cup, which is admired by fellow student Sylvia Lines (both work at Muir's, of Ilford, and both attend the S.E. Essex Technical College). (6) Taking a rest (left to right) Mrs. R. J. Rooks, Mr. H. E. Escott (Chelmsford Co-operative Society) and Mr. Jack Rooks, jun. (7) Onlooker this time: "Bill" Spencer (left) shares a joke with judge "Bill" Meehan. (8) Bread judges in consultation on Class 7: (left to right) Messrs. W. Newman, F. W. Aplin, T. Haines, Peter Moll and W. Goodall. (9) Ilford's deputy mayor, Alderman P. V. Faning, and Mrs. Faning with the Mayoress of Ilford admiring the Colchester Association second prize winning window display. Right is Mr. Bruce, federation president

JACK'S JOURNAL

THIS month news varies between motor cycling and baking. Many things have been happening, but possibly I'd better tell you how that by-election went on: Yes—you've guessed it! I was beaten again. The results were quite interesting. The total poll was composed of only 24.3 per cent. of the electorate, in other words just over three out of every four electors just couldn't be bothered to vote!

The Leeds Master Baker's meeting held in early March was quite well attended and, owing to a change of room having been made necessary due to our regular meeting-place being booked up, there was a general discussion as to the suitability of the two rooms. It seems that a change is overdue and it is proposed that the secretary should make further inquiries in the matter. Amongst the business discussed were two rather important matters —first there was the report of **Leslie Thomson,** our representative on the Yorkshire Area Apprenticeship Committee. Incidentally, we were pleased to see that Leslie's handicap of a slipped disc which has forced him to wear a plaster cast for the past month or more has in no way prevented him from carrying out his duties on this committee. Leslie gave us the financial report of the year's work, and, as we had suspected, it seems as if there is no chance of these committees paying their way without subsidies from the various interested organisations. In Leeds we believe that the fee to be paid by apprentices should be raised to a suitable figure which would cover all necessary expenses.

April was rather a mixture for me, starting, of course, with a busy week-end at Easter. This was followed by two days' motor cycle racing at Bradford. The bike turned out all right and finished the course without any mechanical troubles but, unfortunately, I found that it was too low geared for the job on hand and, as a result, I could only manage to finish last.

Baking matters included the usual monthly meeting of the Leeds association at which I was appointed, for a three-year team, to the Yorkshire Council for Further Education in place of Leslie Thomson, who has held this office for a number of years, doing valuable service to all sections of the trade. Leslie has retired owing to pressure of other engagements. Much discussion took place at this meeting over the new charges for flour and the best way to recover the greatly increased price of this important raw material. One matter we were all agreed upon is that it is now essential that the concession recently made by the Ministry of Food whereby bakers claiming over £20 subsidy could claim a provisional payment of 50 per cent. of their average claim, should be extended to all traders, irrespective of their subsidy claims. It seems certain that all will require a greatly increased capital to carry on their businesses with flour at some £5 10s. per sack, with about £2 to be claimed back in subsidy after a lapse of some 8-9 weeks.

One last interesting happening this month was my appointment as election agent for the Burmantofts ward. As regular readers will remember, I have previously fought this ward on four occasions as Conservative candidate. This time I decided that I had stood quite long enough for this ward and that it would be better if another candidate was chosen.

May has been a month with many problems; some have turned out to become quite a joke, others far more serious. One that gave me, personally, somewhat of a shock, but which may provide you, dear reader, with a laugh, was when a Ministry of Transport inspector stopped me outside the shop and started to inspect my van very thoroughly. I knew that "Flora's" bodywork was poor, but I had concentrated on the mechanical side and maintained that in well-nigh perfect condition. All to no avail, apparently, for I was very gently informed that, until I got a new body built on to her, I could not use her any more for the carriage of goods. In other words she was condemned!

The question of bread costings, etc., came up after the Leeds association's meeting when, along with our Persident, **Joe Smith,** and our Secretary, **Ken Gummersall,** I was elected to interview the Minister of National Insurance, the Rt. Hon. Osbert Peake, who is member for North Leeds, on bakers' problems. I cannot as yet tell you of all that happened, for it has still to be reported to our next general meeting, but I can say that our case was given very careful consideration by the Minister who promised to raise the matter with the Minister of Food and to let us know what he can do for us. We intend to take every possible opportunity of acquainting all Members in this area of our difficulties and to make sure that we do our little bit towards helping the trade along. Could I ask if your association has done anything along the same lines?

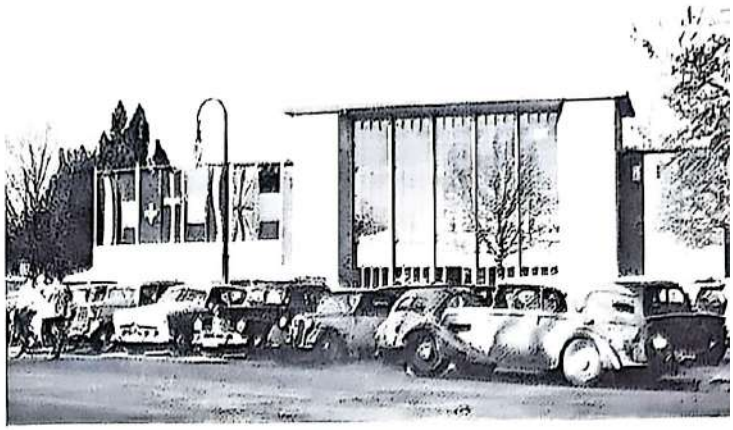
That's all for now, I must rush off to get in a bit more work ready for Whitsuntide—see you at Margate, I hope.

Jack Sizer, young Leeds master baker, is a man of many interests. "C.B.R." believes that, in essentials, he represents the authentic voice of the North

Düsseldorf

IMPRESSIONS OF A VISIT TO THE FIRST INTERNATIONAL CONFECTIONERY EXHIBITION BY "WAYFARER"

Illustrated by **PAUL J. GOUGH**



The entrance to the Europa Hall, bedecked with the flags of the participating nations

"ENGLISCHER KUCHEN," English cake, was one of only two sweets offered on a long and impressive menu in one of the Exhibition restaurants. Perhaps it was included in honour of the British exhibit. It could be described as a Continental imitation of an English speciality; it was fruit cake with a foreign education, and very good eating, too! The British exhibit created a great impression. It is appreciated that British confectioners make a variety of goods such as are not usually seen in Germany, but it was not generally known that they can also make Continental specialities of a variety and quality which could stand comparison with the magnificent display of goods from other countries to be seen at the Exhibition. It is only in the art of display that the British entries fell short.

Goods had been sent by France, Switzerland, Austria, Belgium, Holland, Sweden, Denmark, Italy and Norway, not forgetting the Saar, and among so much that was foreign and unfamiliar, it was a joy to see a magnificent three-tier cake in white royal icing, the crown, orb and sceptre, a birthday cake, the shortbread, a rich, dark wedding cake, cut open to show the crumb and other British specialities. But the display of marzipan goods, petits fours and such like was equally remarkable. The Dutch and Austrian displays were both very fine. I liked the model of a pheasant and the Blue Danube Waltz, the music written in chocolate on marzipan pages.

The Swedish exhibit was so badly damaged in transit that their showcase was empty for several days until fresh goods could be sent. There was a fine model of a horse and rider in marzipan, and a good sculpture in sugar. Italy had only sent large fruit loaves, but Belgium had sent a number of specialities, such as biscuits d'Ypres, pain d'amandes, and some cleverly-made shellfish. The Swiss exhibit seemed to me not to do justice to the skill of Swiss confectioners. Colours were too loud and harsh in some cases. I felt I could have chosen better goods from the shop window displays seen on various visits to Switzerland. But in fairness, it should be said that much of the workmanship was excellent. Perhaps I expected too much.

The Danish showcase, though small, was worth seeing for original work and clever craftsmanship. Among the magnificent displays from German confectioners were many novelties, such as a bird made from flaked chocolate, in three colours, plain, milk and white; a coach drawn by fawns, a ham in marzipan, an heraldic chocolate horse carrying a load of marzipan fancies, two fine bears supporting a "Baumkuchen," a most attractive sugar coach drawn by four horses, and a bevy of dancers.

In walking round the town I found a number of confectioners' shops where goods were shown of such quality that they would not have been out of place at the Exhibition. The same could hardly be said of an English city of equivalent size. German confectioners depend much more on skilled craftsmen than is the case here. This means that prices are

★

England

Representative of the high quality of the British exhibits was this display of macaroon and marzipan figures by Messrs. J. P. Austin and P. J. Gough

★

Ladies and Gentlemen :

"God Save Our Gracious Queen"

Proffered in Loyalty and Respect by

MALGA PRODUCTS LIMITED

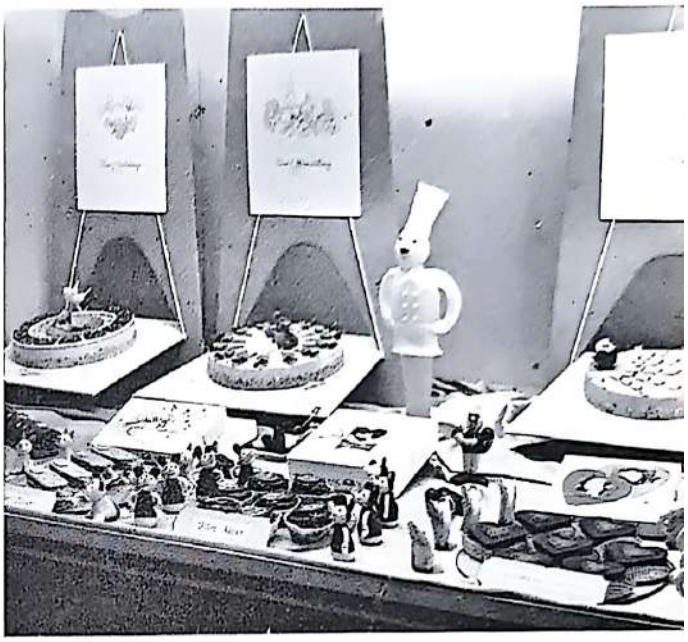
high; much higher than would be acceptable in this country. Many small businesses produce a great variety of high-class goods and do not purchase them readymade from manufacturers. This applies to chocolate assortments and biscuits, besides other goods. Is not this a way of salvation for the small man in England, who is feeling the pinch of competition? I do not know how the prices of raw materials and of labour in Germany compare with ours, but there are confectioners here who are successfully doing just this.

But the Exhibition was not entirely given over to flour confectionery. There were most interesting things to be seen on the stands of Lindt, Felsche, Hiller, Hildebrand, Eszet and Lambertz, among the chocolate manufacturers. I liked the Lindt stand particularly; it was gold and cream and most of the boxes and the foils were gold, with here and there a touch of pink and blue. The emphasis on handwork was evident here, too. Many of the chocolate assortments must have been hand-dipped and decorated. The boxes were expensive, well-made, and in very good taste, but I doubt if such high prices would be generally acceptable here. One box I saw held about a pound of chocolates, and the price was the equivalent of £1. Other prices were of the same order. Large Easter eggs, foiled in two colours, were packed singly in caskets with hinged lids.

Block chocolates are made in great variety, and the wrappings are more elaborate than would be welcome here. The average English buyer does not like paying for expensive wrappings or boxes. Not many boiled sweets or toffees were shown, though there was a good display by Diamalt. Kaiser toffees, each piece wrapped individually, were shown packed in plastic bags holding seven or eight pounds. A great saving of trouble in handling, as compared with glass jars. Biscuits were outstanding, both in variety and quality of packing. More and more cartons, boxes and tins now have repre-

(*Concluded on page* 58)

Austria

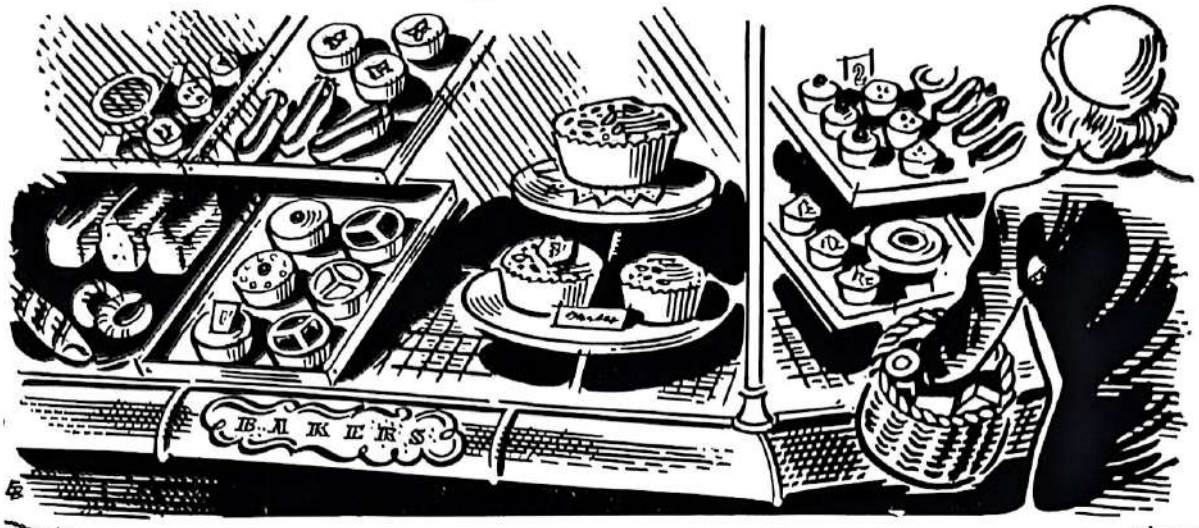


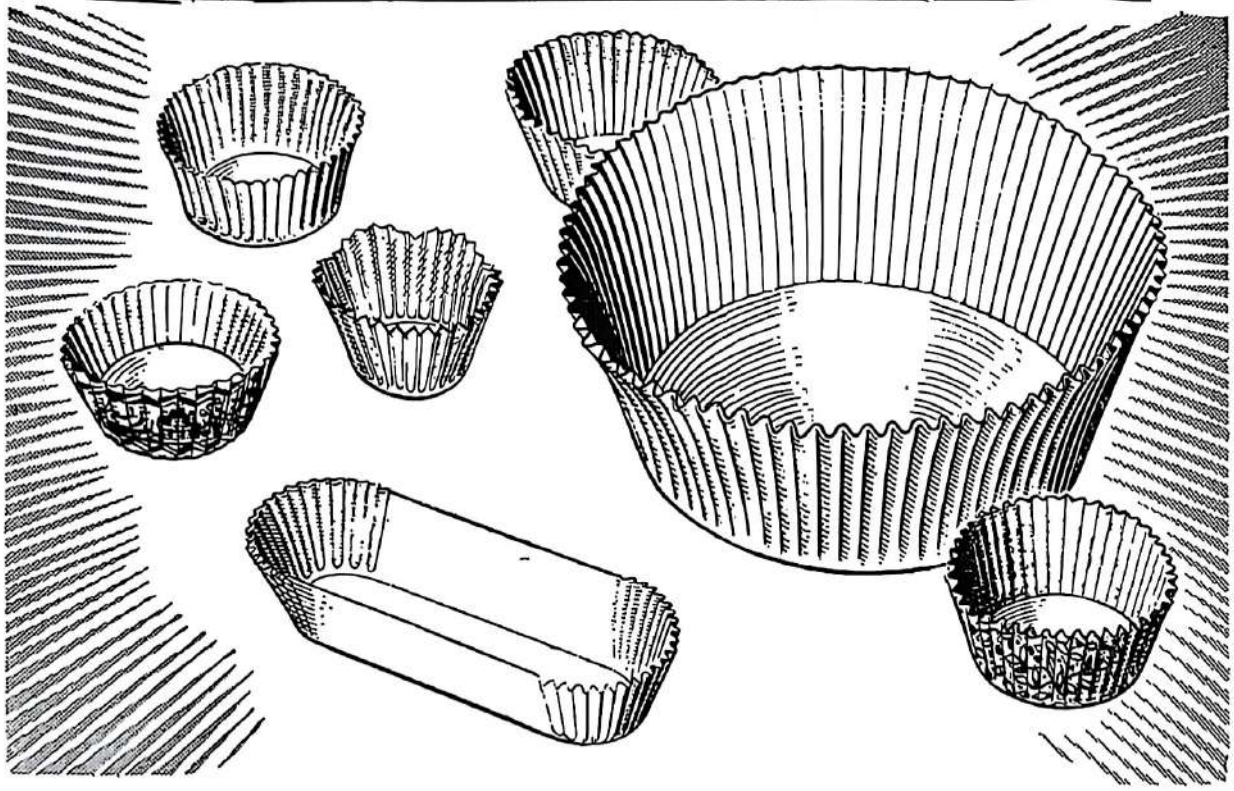
Switzerland

Holland

From Norway came this charming exhibit with a Christening motif

The appeal of good paperware!





ECONOMIC : LABOUR SAVING : ATTRACTIVE

The fresh, clean appeal of well-crimped paper cases creates confidence and increases sales.

For baking or display there is always a CROSS Crimped Case to suit your purpose.

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TAKING A BOW!

Coronation Notebook, initiated by "Confectioner, Baker," with our March issue, bids farewell to our readers, with the knowledge of work well done. Coronation novelties of all descriptions have been brought to your notice and with this final issue, on the eve of the Coronation, we present once more various items of equipment, books and sundries which our investigators have found

CORONATION NOTEBOOK

FINAL EDITION

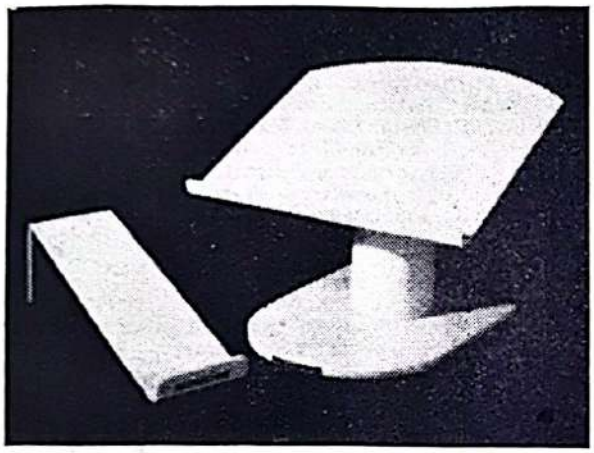
New for the Trade

"Gen" on Packaging

FOR some time now British Cellophane, Ltd., have been producing a series of maroon covered booklets under the general heading, "Notes on the Use of Regenerated Cellulose Film." Now a supplementary series, this time in green covers, has been announced. This series will cover the use of packaging films, the first booklet dealing specifically with "Permeability." Containing as they do extremely useful information on this much-discussed subject, these booklets are recommended for the guidance of all users of packaging film.

From the B.I.F.

OUR photograph shows attractive and inexpensive perspex cake display stands, as shown at the B.I.F., by Showcraft Displays (Thanet), Ltd. Of



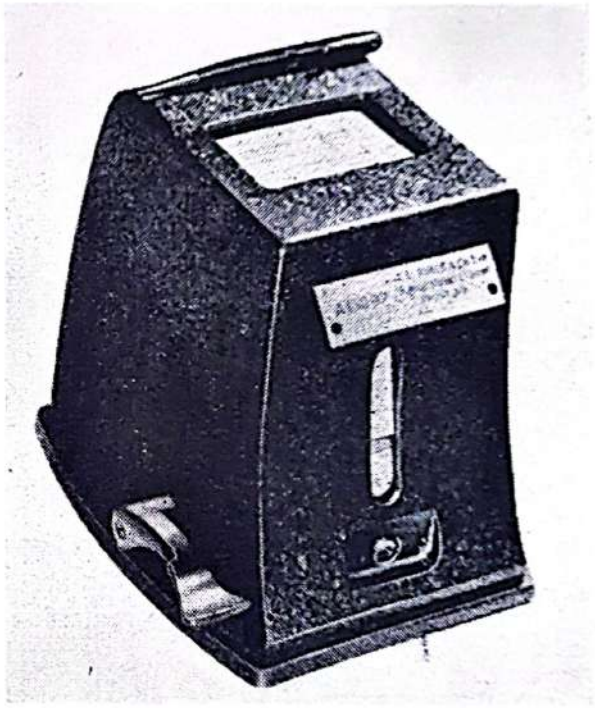
cream colour and in varying heights from 6in. to 21in., the moderate prices range from 22s. 6d. to 47s. 6d., and delivery can be effected in from seven to 10 days. The small cake stands, as illustrated, in cream, are 4s. 6d. each.

Coloured Insides

IT often happens that coloured lamps of the ordinary size and shape are required for various exterior display purposes, as will be the case in Coronation illuminations. For such purposes internal colouring has many advantages. The colouring matter is applied by a special process to the inside of the bulb, so that the colour is entirely unaffected by rain or any other climatic conditions and is protected by the glass of the bulb itself from damage by scratching or chipping. Until now, internal colouring has been confined to lamps designed for use in illuminated signs, or sign type lamps as they are generally known. These have proved so popular that this method of colouring is now being applied to 15 w. and 25 w. General Lighting Service lamps. Internally-coloured Osram G.L.S. lamps are manufactured in six bright and attractive standard colours: red, blue, orange, green, yellow and white. The price of both the 15 w. and 25 w. sizes, in the usual 10 volt steps for use on supply voltages of 200-250 volts, is 1s. 8d. each, plus 3½d. purchase tax.

Control Up-to-Date

AN up-to-date form of stock control which, at the same time, effects a major saving in stationery costs, has been evolved jointly by a baker and a business machinery firm. Realising that



control is essential if losses by carelessness and pilferage are to be reduced to negligible proportions. Mr. A. Johnson, of Deptford, has employed the "Autobill," produced by Automaticket, Ltd. This machine, which is illustrated here, is sited in the bakery and, as trays of bread or confectionery are filled, details of quantity, type, cash value (retail price) and shop number are entered on the ticket. A carbon copy (or copies) is automatically retained in the machine, which is locked to avoid any

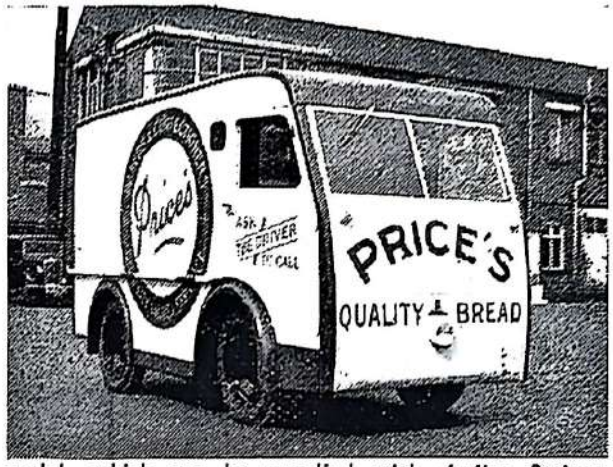
tampering with the records. This ticket is then placed in the tray. At the end of the day it is thus quite easy to see exactly how much has been delivered to each shop or outlet. At any given time of the day it is possible, in conjunction with the cash register total, to check exactly what there is in stock. The machine illustrated costs approximately £26 outright, or it may be hired for approximately £8 a year. Cost of refills is extremely low by comparison with ordinary methods employing expensive duplicate books. A junior model at an even lower price is available.

No Manhandling !

THE illustration above shows the new " Handi-Carrier " recently introduced by Clares' Textiles, Ltd., which will have a ready appeal to all our readers who have large scale waste food to dispose of. Swill bins, ash and other refuse containers can be removed from the bakery to the disposal point without the waste of time and labour involved in manhandling. The chassis of this little vehicle stands up by itself, even when detached from the bin. The cost ? Extremely reasonable at 38s. 6d. only.

Electrics are Cheaper

THE Battery Electric Vehicle Exhibition, opened on April 14 by Sir John Kennedy, O.B.E., M.I.C.E., M.I.E.E., received a last-minute tonic from Mr. Butler when he announced in his Budget speech that all electric vehicles were to be freed from purchase tax. Among the many exhibits, probably that with the most spectacular appeal to bakers was the Morrison " Electricar " 20 cwt. mobile baker's shop, complete with bread racks, confectionery display cases, counter, and even a wash basin. There is also a 30 cwt.



model, which can be supplied with similar fittings. Among the driver-operated vehicles, the B.M.A. 5 cwt. delivery van drew much attention. It is comparatively cheap, has low running costs and takes up very little garage space. The Trojan 15 cwt. " Electrojan," which closely resembles in appearance a traditional motor van, features a two-speed and reverse gearbox combined with a clutch which, it is claimed, reduces " snatch " and increases manoeuvrability. Popular with bakers whose rounds are in heavily populated areas are the very economical pedestrian operated vehicles. In this range the Helecs " Evenger," illustrated here, the Diamond Motors " Graisley," the Tomlinson " Roadster " and the Harborough Construction Companies' " Harbilt " are all models which can be produced with coachwork specifically designed for bakery work.

"Shh! Henry's composing a Coronation Gateau!"

PORTRAIT IN PRINT—6

NO mere recital of historical data can adequately portray the character of Bert J. Willis, who, at the annual conference in Margate during June, will ascend to the presidency of the National Association of Master Bakers, Confectioners and Caterers. Dates mark milestones in the career of a master baker whose footsteps lead him to the chair occupied by Thomas Fletcher, Robert Kirkland, Solomon Stephens and a great host of illustrious predecessors. But this appreciation seeks to reflect the man. Every president of the N.A. brings a fresh characteristic to this high office. The fluency and charm of Alfred Bostock, the rich culture of Herbert Penny and the forthright frankness of Fred Phillips or Victor Joseph readily spring to mind. Bert Willis will make his own contribution, as can be expected from one who tills not the soil, yet impishly confesses: "I am a member of the National Farmers' Union."

It is in the committee room where Mr. Willis has made his mark and left the imprint of his character. As chairman of the Finance Committee he is the N.A.'s Chancellor of the Exchequer, and it is widely conceded that he has done a massive job during recent years. Latterly, in accord with general trends, expenditure has tended to rise and membership to decline. Critics of rising costs have not been baffled by involved, mathematical replies from their president-elect. They have been encouraged to draw a parallel from their own business experience. Absorption of small businesses by multiple concerns, the closing down of shops and other factors, have contributed towards a falling-off in membership. Shrewd observers, however, report that it might have been very much worse but for the determined way in which Mr. Willis has tackled the problem and directed the drive to retain old members and recruit new ones. He does not profess to have done it alone, but is the first to pay tribute to the loyalty of his committee and officers. He has the knack, however, of commanding such loyalty. He drives nobody, but encourages everybody.

Bert Willis will wear the presidential chain with a quiet, homely dignity. As an orator he may not scale the Olympian heights at mass meetings. Afterwards, however, he will go out of his way to shake hands with whoever seeks his advice or company. More than likely he will do the seeking out. When the occasion demands it he will dig his toes in and fight.

It is more than 40 years ago since Mr. Willis joined the Yeomanry and went out East. He was granted a commission with the Cheshire Regiment in 1917, and was wounded during the big German push of 1918. Happily that bullet nowadays has no ill-effect. In 1919 he entered the baking trade in Chester, a city rich with historical associations. Today, and it is a measure of his business acumen, he controls a thriving business embracing three shops and five retail vans, and employing more than 40 people. He has one daughter and three sons, of whom two, Geoffrey and Tony, are associated with the business.

Bert J. Willis

As a bowler, on crown or flat greens, there are few to equal his skill either inside the N.A. or the National Farmers' Union. Indeed, close friends suggest that he is classed as a "retired farmer" member of the N.F.U. so that he can assist one of the union's bowling sides. Asked to comment on this assertion, Mr. Willis gave the diplomatic reply: "No comment." He did confess, however, to trying his hand at golf, and finding it so fascinating that it boiled down to a question of giving up his business or golf. He remained in business, and the golf clubs are now in cold storage.

This very human, very friendly president-elect will unblushingly profess his interest in the result of the St. Leger as well as the Derby, and on two or three days of the year he may be found thoroughly enjoying himself on Chester's famous Roodee racecourse. He might even be tempted to forecast the winner of the Chester Vase. Prior to retiring from local government affairs last year, he had been a member of the Chester City Council for nearly seven years. He was deputy-

(*Concluded on page* 44)

TEACHERS CONFER

DR. AMOS ON "DOUGH-TESTING"

Reported by W. J. FANCE, F.Inst.B.B.

THE Bakery Teachers' Conference convened by the Regional Advisory Council for Higher Technological Education was held at the Borough Polytechnic, London, on Saturday, April 11. There were present 24 teachers from London and the Home Counties. Mr. J. H. Beale, M.B.E., chairman of the Regional Council Advisory Committee, took the chair, and introduced the speaker, Dr. A. J. Amos, Ph.D., B.Sc., F.R.I.C., who was to speak on "Physical Methods of Testing Dough."

Dr. Amos in his opening remarks said that instrumentation for a greater accuracy in the assessment of wheat and flour was becoming more and more necessary. Wheat was the only cereal that gave a flour with an elastic and distensible protein complex known as gluten and it was because of this that the baker was able to inflate a dough the structure of which would coagulate in the baking and form what is known as a loaf of bread. There were many methods of evaluating flour; the most common was the washing out of gluten to assess the stability, elasticity and extensibility of the flour under test. In capable hands a good deal could be learned from this, especially if followed by a baking test. The cereal chemist, however, wanted accuracy when there was no possibility of error from the human element.

Dr. Amos

Turning to the historical aspect of mechanical dough-testing Dr. Amos mentioned that, since 1886, about 30 instruments had been tried, of which about six, after modification, were still in use, the basic principles being the same in each case. The initial approach to mechanical dough-testing had not been academic but rather the inventor had tackled the problem from a different angle and had devised apparatus which had recorded graphically the stress and strains within the dough, after which there was correlation between the graphs and practical work. The exception had been the work at the Miller's Cereal Research Station at St. Albans; this work was the first in the world on the fundamental concepts of the physical properties of wheat and flour.

Mr. W. E. Spencer, M.B.E., F.Inst.B.B., moving a vote of thanks, congratulated Dr. Amos on a splendid address and on the way in which he had held the interest of those present and asked that the address be printed and circulated among all the bakery teachers in the country; the subject was important and the way in which it had been handled by Dr. Amos would make it valuable in the teaching of the subject. Mr. W. J. Fance, F.Inst.B.B., on behalf of the teachers, thanked the chairman together with Miss Lake, assistant secretary of the Regional Council, for their presence, and expressed thanks to the council for the work necessary in making the Conference a success and for the hospitality provided.

At the subsequent business meeting a good deal of discussion took place on the relationship of the teachers' group to the newly-constituted Bakery Teachers' Association. It was pointed out that the meeting was a loosely-knit body without official status, kept together by a committee elected by consent and represented on the Regional Advisory Council by a co-opted member. It was moved and agreed to approach the Bakery Teachers' Association with a view to becoming a regional group of that national body.

"Confectioner, Baker" is proud to announce that Dr. Amos has agreed to contribute to this journal a detailed illustrated article on this important subject. It is expected that publication will commence with our July issue.

PORTRAIT IN PRINT

(*Concluded from page* 43)

chairman of the Finance Committee and a member of the Watch Committee. He is a past-president of the north-western federation, and has several times been president of the Chester association, which is sufficiently old to have lost its original minute book.

Although he did not become a member of the N.A. Council until the second world war was under way, his membership goes back to 1919. Indeed, Mr. Willis has a link which goes back to the early days of the N.A. But that is a story which he is preserving for incorporation in his presidential address at Margate. Soldier, sportsman, master baker and former city father, Mr. Willis will command and win universal respect wherever he goes during his year of office. As the president's lady, Mrs. Willis will equally endear herself to those with whom she comes in contact.

The greenest shire in all England gives the N.A. a president who likes to make friends, and although we have said it before we will say it again: when the occasion demands it he will dig his toes in and fight.—**G.H.**

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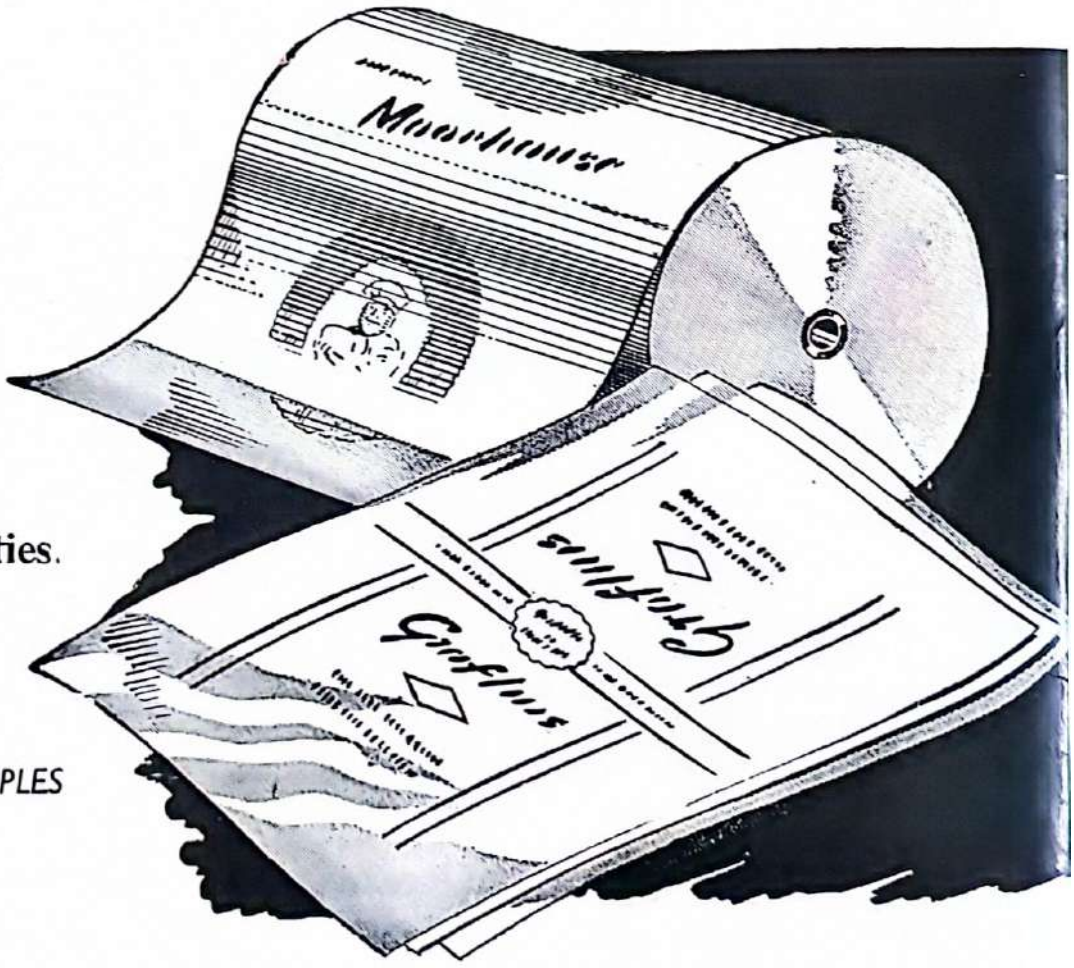

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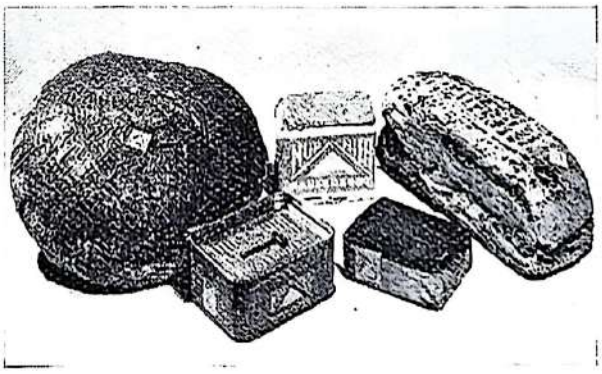
Nachrichten

IT'S "THE TRADE" THE WHOLE WORLD OVER!

Happy international gathering at the Essex County Exhibition at Ilford : (left to right) W. E. Spencer, M.B.E., Mr. C. E. Lawton, Frau Löhr, Herr Gert Löhr, Mrs. and Mr. W. J. Fance. (See story in adjacent column.)

RECENT visitor to this country who was encountered by *Confectioner, Baker*, at the Essex County Exhibition at Ilford was Herr Gert Löhr, economic adviser to Freiburg and Co., of Hamburg, one of the largest bakery organisations in Germany; hence this feature appears under the German equivalent of "Trade Names Make News" this month. In a whirlwind tour of the English trade, Herr Löhr, who was accompanied by his charming wife, visited the bakeries of Chibnalls, the A.B.C., and Fuller's. He also visited the Hovis mill and the National Bakery School, besides taking in the Essex Exhibition. Points about the trade in Germany which we learnt were that more rye bread is eaten than any other variety, although there is complete freedom to produce any kind of bread that the public demand. The Freiburg organisation is capable of an output of 1,200 sacks a week, comprising 14 different kinds of bread, which are sold under the well-known brand name "Nur Hier ("Here only"). Most popular with the public, Herr Löhr told us, is their "Lüneburger" loaf, a mixture of rye and wheat flours, a 2½ lb. (approximately) loaf of which sells at 1s. 10d.

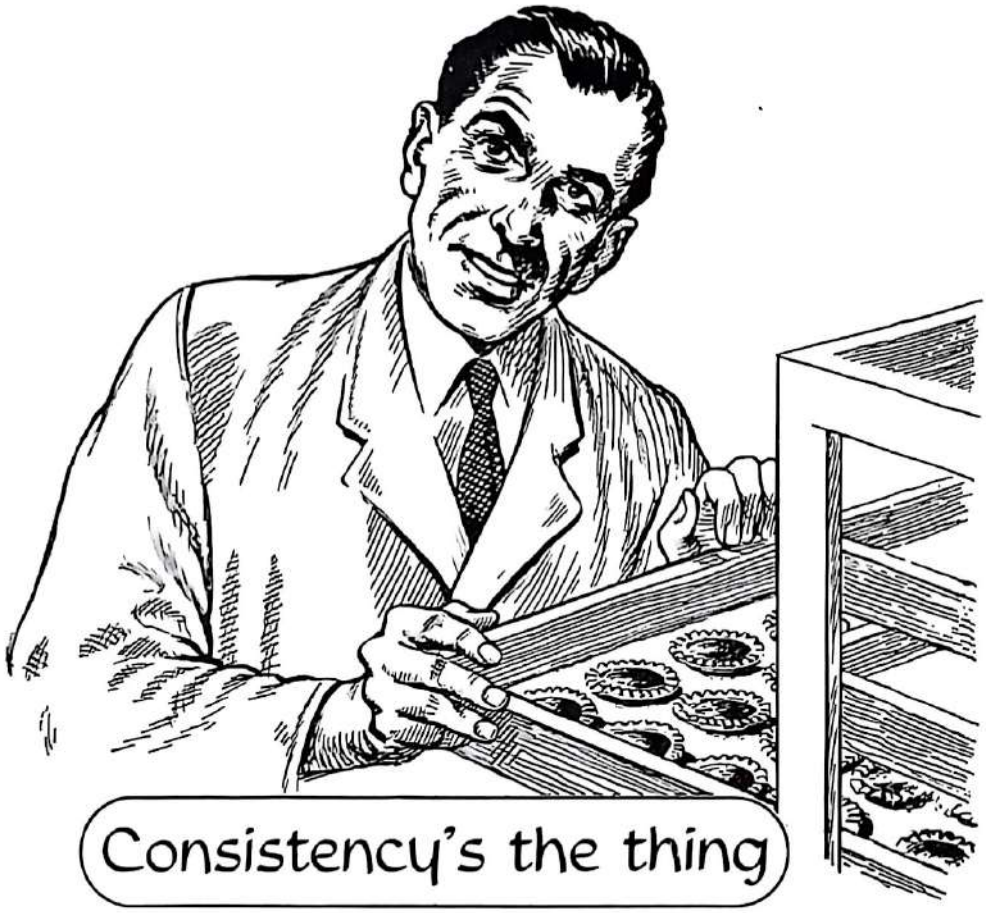
We were interested to hear, too, that despite the size of the plant, old-fashioned solid fuel ovens are used for preference and much of the bread is hand-made. Herr Löhr praised the quality of the exhibits at the Ilford show, but found it difficult to compare them with his native products owing to their basic dis-

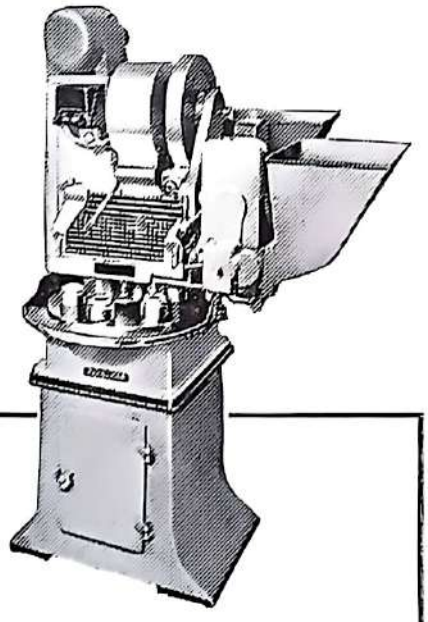


similarities. Illustrated here are some of the products of the "Nur Hier" brand: (reading from left to right) a 2,600 gram Bauernbrot loaf, a tinned Pumpernickel loaf, a 500 gram Bauernbrot loaf wrapped in silver foil, a 250 gram sliced and wrapped Bauernbrot, and the "Lüneburger" loaf referred to above.

* * *

ADDING to the prestige of the baking industry from the educational side is always a preoccupation of **Charles H. R. Jarvis,** in his dual capacity as secretary of





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the National Board and the Joint Apprenticeship Council. A matter which has become of increasing interest to all sections of industry is that of recruitment and training, and the influential Secretaries' Club of London chose well when they picked on Mr. Jarvis to lead their recent discussion group meeting on the subject of "Recruitment and Training—the influence of the Trade Association." All industries are represented in the membership of the Secretaries' Club, and N.A. director, **L. F. Cadwallader,** is on the executive committee.

* * *

INCIDENTALLY, we were delighted to meet **Mrs. Jarvis,** who, through family ties, is far too seldom seen at trade functions, at the recent prizegiving arranged by Allinson, Ltd., at Frascati's, London, in connection with their 500-guinea challenge trophy competition for 1953. Judged at the end of April at the Seymour Hall, Paddington, by **W. E. Spencer,** M.B.E., **George Baker,** of Huddersfield, **"Bill" Newman,** of Brill, and Aylesbury's **E. W. F. Page,** the premier award in this very high quality contest went to **Mr. W. Hambrook,** of the Guildford firm of F. Ayres and Sons. A former student of the National Bakery School, where he won the Burton cup, Mr. Hambrook told us that much of the credit for his successful prizewinning career went to "Bill" Spencer, who never tired of helping and encouraging him. Mr. Hambrook now holds nearly 1,000 awards for bread-making and confectionery.

Second and third prizes went to **T. S. Skinner and Sons,** of Exmouth, and **Mr. G. Anson's** Bradford Health Food Stores, respectively.

D. Master

The "Allinson" competitions this year marked a new departure in the inauguration of a students' competition for a handsome cup. Winner was 17-year-old **D. Master,** who has put the Norwich part-time classes on the map as far as national competitions are concerned. Apprenticed to **Mr. F. G. Ashworth,** of The Bakery, Livingstone Street, Norwich, for two and a half years, he attends the Norwich Technical College one day each week, where he won a class prize for Hovis last term. He was unable to be present at the prizegiving, but Mr. Jarvis accepted the prize for him. Second prize went to **D. Venn** (Cardiff Bakery School) and third place was taken by **D. Baker** (Nottingham Bakery School).

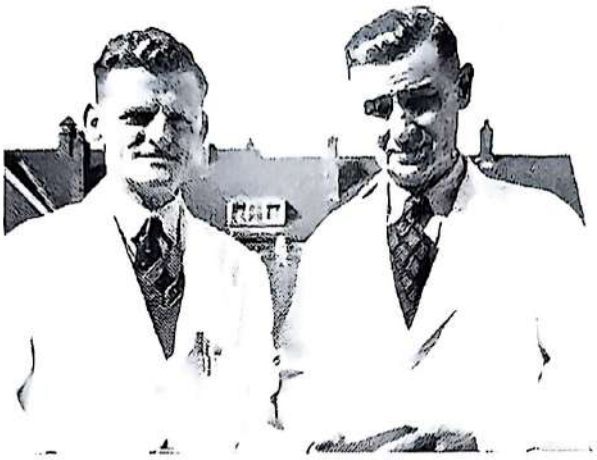
* * *

WE learn that the Bristol firm of **F. A. Humberstone and Partners, Ltd.,** valuers, assessors and accountants, specialising in hotels, restaurants and retail shop businesses, have removed to more spacious and convenient offices at 75 Queens Road, Bristol, 8, where they have effected the sale of the old-established luncheon and tea room and home-made cake business known as The Green Parrot Tea Room, Devizes, from **Mr. K. Ewing** to **Miss A. Macgregor,** from Scotland.

* * *

FROM the bombed foundations of the former Café Anglais building a unique restaurant in London has risen. The Alsatian Tavern Restaurant is the first in Britain to be devoted to the famous cooking, wines, liqueurs and fruit brandies of France's paradise for gourmets—Alsace-Lorraine. It sets out to provide good food, wine, dancing and cabaret entertainment in the West End's most famous square at a modest, reasonable price.

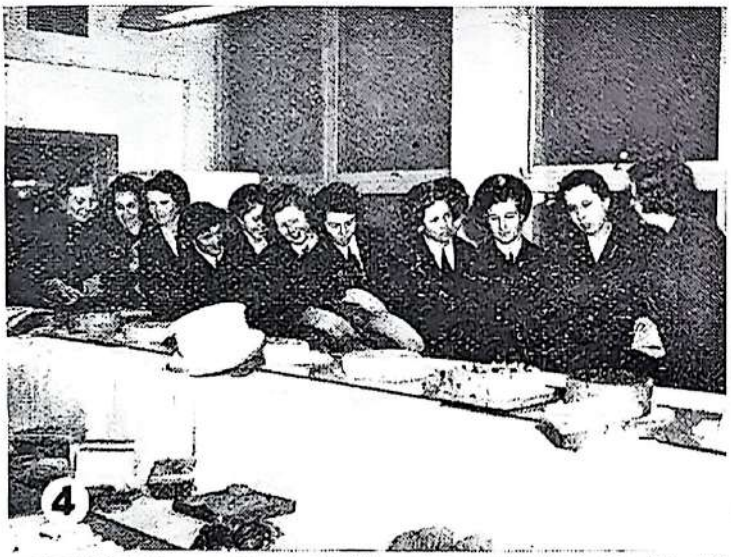
MEN BEHIND THE NEWS!



Coronation time has brought the well-known Redcar (Yorks.) wholesale bakery firm, Welfords Cleveland Bakeries, Ltd., right into the news. At the Merseyside Exhibition, Mr. R. T. Mitchell, production manager, and Mr. E. Fellows, assistant production manager (pictured above, right and left, respectively) were responsible for baking the entries, which gained the first prize for the National Championship "Frumalo" loaf, offered by the United Phosphate and Malt Co., Ltd. In the same exhibition they took third prize for "Cerovim" brown bread and received commendations for other entries. As a result of their success at Liverpool, two of Welfords' lady directors, Mrs. A. E. Cooper and Mrs. H. Wynne Potts, will be taking advantage of the "Coronation Week in London" offer, as the guests of the United Phosphate and Malt Co. at the Bonnington Hotel. These two lucky ladies will have two reserved seats on the Coronation route. Both Mrs. Cooper and Mrs. Wynne Potts are, incidentally, original members of the Welford family, who established the business in 1922. Welfords' employees who stayed at home during the Coronation were well taken care of by three Coronation parties, held on May, 5, 7 and 9. Total number of employees and friends, all guests of the firm on these three dates, was over 750, including the Mayor and Mayoress of Redcar. Finally, managing director Charles O. Harrison was elected chairman of the Federation of Wholesale and Multiple Bakers of Great Britain and Northern Ireland at their annual general meeting, held at Grosvenor House, London, on May 13

"OPEN DAY" AT NATIONAL BAKERY SCHOOL

Theme round which was built the displays of the food technology department, bakery section, at the recent open day at the Boro' Polytechnic, S.E.1, was, naturally, the Coronation. In these exclusive "C.B.R." pictures we see (1) Scottish lecturer "Jock" Hall arranging the bread display. (2) View of a confectionery class in one of the fine new bakeries. (3) In the "Alcena" Cup contest for decorated cakes, again with the Coronation motif, John Haig, of Peterborough, was a proud first prize winner. (4) Miss Ursula Jung, of Beaconsfield (extreme right) shows an interested party of schoolgirls some of the confectionery display. (5) Put it there! Teachers Arthur Corless (left) and T. Hall with the bread display. (6) Teachers in conference: (left to right) John Scade, well known to our readers, Art Department head Robert Patrick, A.R.C.A., and A. L. Perkins. (7) "Alcena" Cup "finalists": (right) T. Chidgey (third) and Jean Weaver (second)



From noon to 8.30 p.m., during licensing hours, it is a genuine Café Continental, for the passer-by may drop in simply for a drink and sit at a table. Many who wish to renew, for an hour or two, their acquaintance with the Continent can do so.

Every care and attention has been made to ensure that the atmosphere, mural decorations, fittings and furnishings are genuinely Alsatian—even to the costumes of the waiters and waitresses. From 9 p.m. there is a continuous entertainment by the orchestra and cabaret. The cabaret comes on four times between 9 p.m. and 2 a.m. This is so that suburban patrons may see a complete cabaret, dance and dine and catch trains, buses or the Underground home between 11 p.m. and midnight. Even to enjoy the entertainment the patron need have only one dish or a snack. He need not buy the set dinner, and there is no cover charge.

* * *

WE learn that **Mr. W. J. Thomas,** chairman of W. J. Bush and Co. (Australia), Pty., Ltd., and a director of W. J. Bush and Co., Ltd., in the 71st year of his unparalleled and distinguished service, has resigned his appointments and entered into retirement. Mr. Thomas, who joined the London headquarters of the company in 1882, was transferred as manager of their Australian branch in 1893. He was appointed a director of the parent firm in 1937, and on the occasion of the formation of W. J. Bush and Co. (Australia), Pty., Ltd., in 1949, he became chairman of directors of that company. It will be recalled that last year Mr. Thomas was guest of honour at a dinner given at Claridges Hotel, London, in recognition of his 70 years' service with the company.

W. J. Thomas

Responsibility for the conduct of the business of Bush in Australia is assumed by **Mr. W. C. Thomas,** only son of the retiring director, and **Mr. J. A. D. Paul,** who have been appointed joint managing directors of W. J. Bush and Co. (Australia) Pty., Ltd.

* * *

ONE aspect of the late **H. J. Penny's** activities seem to have escaped notice in the appreciations written and spoken of his career. He was intensely interested in the student movement, and for many years was a vice-president. Until the war rendered N.F.B.S.S. executive meetings impossible, he used to attend them, and he was careful to send an apology if he found himself unable to travel, even up to comparatively recent times. Being a fellow trade journalist as well as a family baker, it may now be revealed that he was a very observant and able judge of exhibitions, and frequently notes from his pen thereon appeared in another publication distinct from his "Boy Blowing Bubbles" contributions. In this capacity, too, he would doubtless have forgiven our "slip of the pen" last month when we referred to him as "Henry" instead of "Herbert."

* * *

QUITE unique must be the family record of the **Garratts,** of Lichfield, also the home town of **Miss Joan Russell.** There are now three of its members on the city council. Successful as an Independent in the South Ward, **G. W. Garratt** now joins the two aldermen of his family. One is of course his father, **Alderman Fred Garratt,** now in his 80th year and looking well after his serious operation before Christmas. The other is his brother, **A. L. Garratt,** one-time evening bakery teacher at the Walsall classes and later captain of the Midland B.A.T.S. Both aldermen have been sheriffs of the city, and mayors, too; the senior had a second term as chief citizen after a lapse of some years. The

ROYAL OCCASIONS

This photograph is of Coronation Crown fashioned in marzipan and sugar by Mr. Henry Zebalski for the "Royal Occasions" Exhibition at the Tea Centre, 22, Regent Street, S.W.1. Mr. Henry Zebalski is patissier to the Tea Centre under the management of Mr. F. N. Cooper, M.U.C.F.A. The exhibition is open until June 13, 1953 (Weekdays, 10.30 a.m. to 6.30 p.m. Saturdays, 10.30 a.m to 1 p.m.). Admission free

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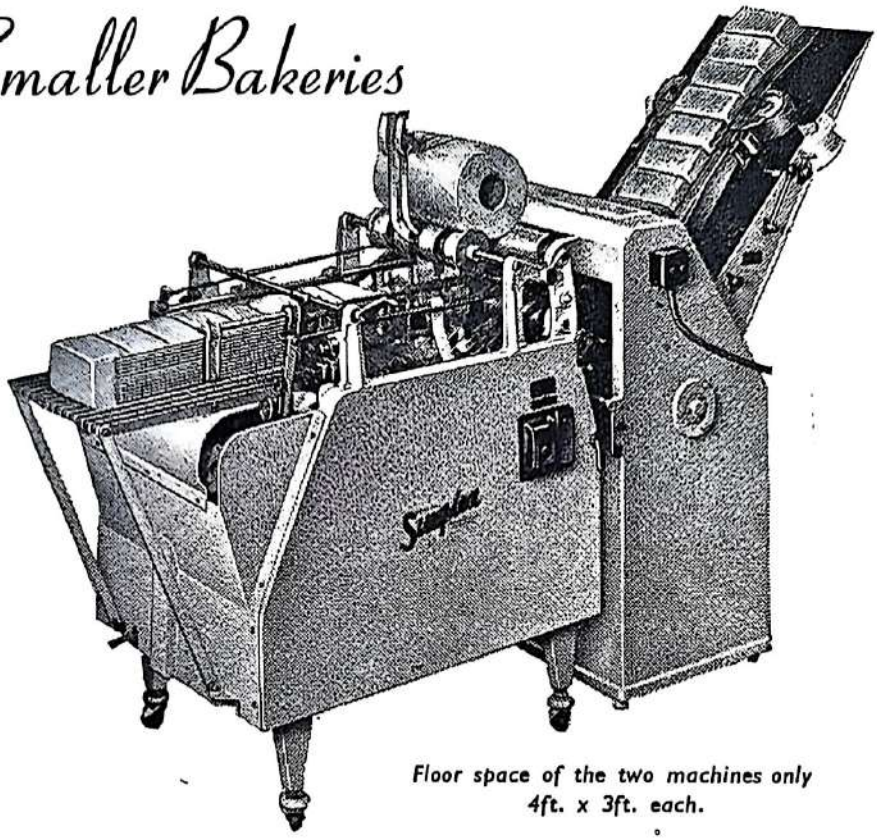

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new councillor is sales director of the family business, a considerable one founded by his father, which covers a very wide area.

* * *

IN scanning the likely candidates for the office of Birmingham and Midland federation president, the choosers had not far to go. For **Douglas B. Broadhead,** the West Bromwich association leader, was not only senior among the vice-presidents, but by his active interest and regular attendance at meetings, coupled with his representation of the area by general election, was the obvious choice. He succeeds **Oswald H. Burden,** who with the backing of his Worcester association made the annual meeting in the faithful city a memorable one. The occasion was also "Ladies Day," which meant that some went over **Townshend and Sons'** flour mill before lunch, and all the ladies visited the Royal Porcelain Works and the Cathedral afterwards.

D. B. Broadhead

Douglas Broadhead, as are his colleagues, **Jack Baughen** and **Oswald Burden,** is a member of the N.A. Executive and Parliamentary Committees. As such he is often able to pass on the latest information or give advice on trade matters, although always ready to give precedence to those two on their special subjects.

It was significant that George H. Bailey and Hedley Harding, former and present holders of the Birmingham association presidency, should have proposed and seconded Douglas Broadhead's election. Birmingham's confidence in him is shown by the fact that he has for nine years been chairman of the association finance committee.

Oswald Burden was rightly very proud of this Worcester visit. He is an enthusiast over the faithful city, its historic associations and archaeological gems, and recalled that the decorated Guildhall ceiling represents the many guilds which used to meet there in days of old. This led to the interesting statement by the new president that one of his great-great-grandfathers as a member of a craft guild must also have met in that very room.

* * *

ONE of a steadily-increasing number of business people who have become lured into a comparatively new industry at Southend—processing and marketing of white weed (also called sea-moss), a decorative sea plant—is **Henry D. Ford,** proprietor of a café in quaint and historic High Street, Old Leigh. He has now closed his café, and the Borough Council's Development Committee has sanctioned the new use of the premises. He and his son Tony and brother George —all three experienced trawlermen—are "drudging" the plant from the sea-bed in the Thames Estuary, and themselves washing, drying, dyeing, packing and marketing it.

* * *

TO hold three important offices and carry them out efficiently is the lot of a baker and confectioner who was well known in the Thames-side town of Maidenhead between the two great wars, and who for nearly a dozen more years until 1944 became even better known in the cathedral city of Wells in Somerset. This active personality is **Councillor L. A. Woods,** Mayor of Wells, who has the satisfaction of having been nominated to serve a second time in the mayoral chair as from May 20.

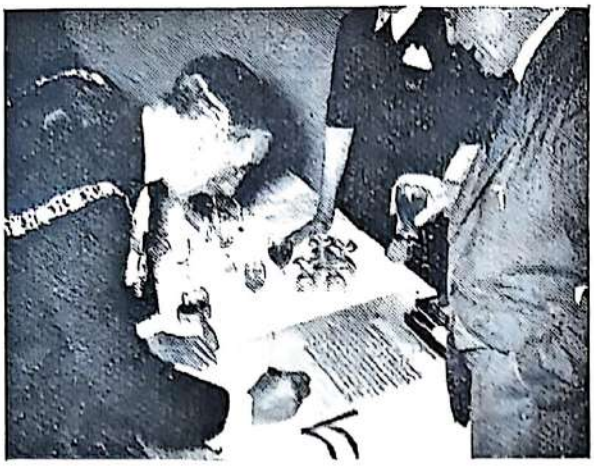
L. A. Woods

Owing to the retirement of Bristolian H. T. Godfrey from the secretaryship of the South-Western Federation after 14 years in that office, the Mayor agreed to succeed him. This sort of work is nothing new to L. A. Woods, seeing that from 1934 (when the Mid-Somerset Bakers' Association was re-formed) to 1947 he was its

COLLIERY WIVES TAKE THE BISCUIT!

AMONG the several attractions arranged for the ladies in connection with the annual conference of the National Association of Colliery Managers, held at Blackpool from May 6 to 8, was a visit to the factory of Burton's Gold Medal Biscuits, Ltd., where they were the guests of the directors. The factory is equipped with the most modern plant, and the various processes were explained from the raw material through the different phases of forming, baking, packing, etc. A handsome souvenir tin of biscuits was presented to each lady.

A "RUM" GO!



It was long a Coronation tradition that special punches should be brewed in the taverns of the City of London. At the outset of this new Elizabethan age the old tradition was recently revived, and the choice of Williamson's Tavern, the city's oldest hostelry (now under the control of Mecca Caterers) for the ceremonial first tasting of this Coronation punch by the Lord Mayor (Sir Rupert de la Bere, M.P.) was natural. Our picture shows Sir Rupert setting the seal to his official approval of the punch. The recipe, result of trial and experiment by Mr. C. W. Shepherd, leading authority on early inns and even earlier drinks, is as follows: 2½ parts Jamaica rum, ¼ part Madeira, 2½ parts water in which red currant jelly has been dissolved, dash of Curacao and juice of lemons

hon. secretary. Moreover, when he was promoted to be association president in 1944 he continued to act as secretary, so that he spent three years holding dual office. Incidentally this Wells worthy is still president—"they will not let me resign," he says in explanation.

* * *

PRE-WAR bakers will recollect that at the N.A. jubilee **Thomas Fletcher,** the late founder-president, was elected jubilee president. A similar honour in a local way has been conferred on another former national president. This is none other than outspoken and breezy **E. Harold Wright,** who wore the chain of office in 1928-29. Recently he was chosen to be golden jubilee president of the Wallasey association, of which he is a founder-member. The only other surviving member claiming such a distinction is **Alderman D. P. Charlesworth, J.P.,** of 91 King Street. E.H.W., now a veteran of 82, has held every office in the Wallasey association, of which he was president in 1909, and then again in the first war years of 1915-16-17. Some five years ago he was unanimously elected a life member. The latest honour bestowed on him for services rendered was witnessed by his son, **E. L. Wright,** who in turn has been a national councillor and local association and North-Western Federation president. By the way, Alderman Charlesworth is the association vice-president, and has now been made a life member.

E. Harold Wright

* * *

H. **T. GODFREY** has for a long period been an outstanding member of the South-Western Federation, meetings of which he has attended regularly for 30 years. He was assistant to and succeeded the late secretary, **Alderman C. H. Hacker,** who was in office for 21 years, and it is on the cards that shortly he is to receive a presentation from his colleagues.

* * *

A ROMANCE of industry following many trials and setbacks has been celebrated at Bristol, when the firm of **E. Luton and Son, Ltd.,** marked its diamond jubilee. Like another veteran of the trade at Tamworth (**Alderman F. G. Allton, J.P.**), **Edward Luton,** now 83, is a teetotaller and non-smoker. He started from scratch, and now has 11 shops and 120 employees. Although working very long hours as a young man, he studied

at evening classes, and eventually gained an honours grade certificate. He won a silver medal at the London Exhibition of 1900, gained the "blue riband" of the trade at the 1908 exhibition, and the same year secured two championships open to England and Wales.

Cups and medals galore have since been collected for bread and confectionery, including nine championships; and what is particularly interesting is that the firm has recently restarted exhibiting—at the Exeter exhibition they were quite successful competitors.

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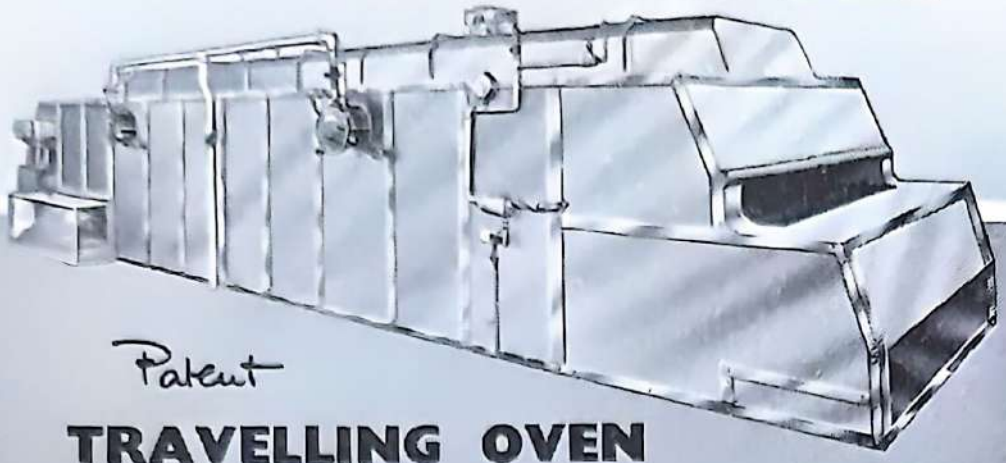

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SERVICE FOR THE SMALL BAKER

WHAT SHALL WE DO WITH THIS EXTRA FRUIT?

says "GEORGE"

WHAT is the best use that we can make of the increased allocation of dried fruit? Perhaps some bakers will attempt to stretch their supplies still further in order to increase production. Others, myself included, will use more fruit in the everyday cakes, to make a better article and to retain the goodwill of the customer. More fruit in your Dundees, slab and sultana cakes will greatly improve their keeping qualities, so that you will not be worried with "stales." Moreover, the sweetening content of the dried fruit will help still further in making a better article on our all-too-lean sugar recipes.

This month, I am giving my three best cake sellers. First comes a good fruit slab, which is always in demand. The advantage of a slab trade is that they can be made in bulk and used as required, also they are a good standby for special rush orders. The slabs are made in tins measuring 15 in. by 8 in. Three of them are placed in a cream bun tin after it has been lined with a single thickness of cardboard. Line the slab tins with a double thickness of newspaper, then a lining of greaseproof paper.

A steady oven is to be aimed at for baking, with the temperature at about 360 deg. F. Place a lid over the tray of slab cakes—you will find that they will retain their moisture much longer and the cakes do not take on a thick top crust baked in this way. The period of baking depends on the type of oven you are using, and whether the temperature is steady throughout. No experienced baker should have any difficulty in determining when the slabs are baked just sufficiently. Leave the cakes in the tins until the next day, when they should be turned out and wrapped in greaseproof paper. Store in a box or zinc-lined cupboard and use as required.

Many customers have the idea that slab cake is expensive to buy and does not go far. Try for a start cutting a slab cake into 36 slices and ticket it "Best fruit cake —6d. per slice." You will, I think, be pleasantly surprised at the week-end sales. Another sales idea is to cut up a slab into various sizes from ½ lb. to 1½ lb., weigh the pieces and ticket them up. Often, when she can see the piece of slab and the price marked on it, the customer is impressed by the good value and a sale takes place.

Here is the recipe: cream in the machine

4½ lb. cake margarine, 4½ lb. sugar and 1 lb. dried egg powder. Soften the margarine first so that it will cream up readily (or you can add to the batter 1 pt. of the water made hot). This will assist in the creaming up process, but don't forget to deduct the pint of water from the bulk amount. When the batter is light, add 5 pt. of water at 70 deg. F., to which has been added a little egg colour and essence. Break this through on slow speed; then add 7½ lb. flour, 2 oz. baking powder, ½ lb. milk powder and 14 lb. sultanas or mixed fruit. Do not forget to give the dried fruit two good washings in warm water. Sandy and gri ty fruit is not nice in a cake. Do this overnight and place in a sieve to drain, then the next day the fruit can be picked over for any stones or stalks. Remember it is the fruit that makes the slab, so that too much attention cannot go amiss. Mix through well and, on taking from the machine, give a careful mix by hand, especially on the bottom of the bowl, as some machines do not clear the bottom sufficiently. Weigh at 8 lb. per slab, level with a little water, and bake as instructed.

Dundee Cakes

These are an established favourite, especially in the 1 lb. and 1½ lb. sizes, and the price is within the reach of most people. I used to make a special and separate mixing for these cakes until one day, having some slab mixture over, I dropped it into 1 lb. tins. They sold quickly and were asked for again, so I saved myself a mixing by taking them from the slab mixture, weighing them at appropriate sizes, according to the price. Make them level on the top and place split almonds in position. Bake them in the cream bun tins, as for the slabs. When they are cold wrap them in Cellophane bags.

Sultana Cakes

This is a popular week-end cake and one that can be made at a reasonable price. It is made in exactly the same way as the slab, weighed at 14 oz. each and baked in an oblong tin. Finish the top with a few almonds or broken cherries. Bake at 350 deg. F. Recipe: 2¼ lb. cake margarine, 2¾ lb. sugar and 5 oz. dried egg powder. Cream light and add 2¼ pt. of water to which has been added a little essence and egg colour. Then add 4½ lb. flour, 1½ oz. baking powder and 2½ lb. sultanas.

Düsseldorf

(*Concluded from page* 39)

sentations of the contents printed outside. One chocolate-covered biscuit assortment I saw was entirely hand-made, the price was about 2s. 2d. per qr. Another uncovered assortment sold at 1s. per qr.

In one hall there was a working bakery where one could see the German speciality known as "Baumkuchen" or "Tree Cakes" made on special gas-fired appliances. There were marzipan figures being made in a mould, doughnuts fried, sausages being rolled in pastry for baking, and centres prepared for chocolate dipping. Many of these were for sale. Everything was beautifully clean, including the overalls of the workers.

The stands supplying sundry equipment appeared to be busy. Tools and moulds were very well made, and the finish was good. Transparent plastic egg and figure moulds were on show, plastic piping tubes, bags and plastic stencils. But the metal moulds looked to be beautifully made and would probably have a much longer life. Our sundriesmen could learn much from their German colleagues. The shop fitters had some most attractive fitments. There was a wide variety of refrigerated showcases which can be seen even in comparatively small shops. There were also window display fitments with one side refrigerated and the rest of the space available for ordinary use. All counters had a metal rack along the front, on which shoppers could rest their bags while making a purchase.

To sum up, I should say that the outstanding impression was of quality. There seemed to be no lack of raw materials. The workmanship and the finish, whether it was the decoration of a cake, a chocolate box, or a piece of equipment, were of a very high standard. And so it was particularly satisfying that the British exhibit was of a comparable quality.

COMPANION PIECE

Sequel to our picture and story (in last month's "Confectioner, Baker") of the Coronation bread display at Stewart and Wight's Creamery Restaurant, London Bridge, S.E.1, is the classic simplicity of the same firm's confectionery display. This takes the form of a fine three-tier cake, carried out by the firm's chief confectionery decorator, Mr. W. A. Turney, set in a window of Coronation flags and symbols, pleasingly arranged in the Coronation colours, as seen in the picture above

C.B.R's World Digest

A SUMMARY OF THE MONTH'S NEWS AND MATTERS OF INTEREST AND IMPORTANCE THAT HAVE APPEARED IN THE LEADING OVERSEAS TRADE PERIODICALS

GERMANY

Should Women Be Bakers?

THE question whether women should be employed in the bakery has been under discussion in Germany for some time. The principal reason for advocating the apprenticing of girls to bakeries is the scarcity of new recruits to the trade. In the last few years, the number of boys choosing the bakery and confectionery trade as a career has been diminishing, and there have been complaints of journeymen and others quitting for various reasons. Opposition to the new idea is described in *Weckruf* as mainly based on prejudice and traditional habits. The case of the Scandinavian countries is quoted, in particular Finland, where most of the baker's work is done by women. In choosing a career, it is argued, medical advice should not be overlooked, with a view to preventing unfit girls from becoming bakers. On the other hand, for any bakery that is economically sound it is now possible to buy machinery and equipment at a reasonable cost, and for men and women alike bakery work to-day is much easier. Another factor is that the making of bakery and confectionery products appeals to the "housewife's instinct" of women. Girls might leave their jobs to get married, but men also leave the small bakery either to work in wholesale bakeries or seek entirely different employment. Once prejudice has been overcome, no real difficulty is expected.

BELGIUM

Important Meeting at Brussels

AT the end of April, representatives of the agricultural and food industries and trades of five European countries met at Brussels to discuss the decisions made by the conference, held in Paris in March, to prepare the setting up of a "Green Pool" for Europe. While at the Paris conference, reports *L'Ami de la Boulangerie*, the Ministries of Agriculture of 17 European countries were represented, the Brussels meeting consisted of delegates from Belgium, France, Germany, Holland and Italy. The French representative gave a very full report and the delegates regretted that at the Parish conference their industries (with the exception of those of France and Holland) had not been represented. In the case of Germany, only agriculture, but not the food industries, had been represented at Paris. Therefore, the Brussels meeting adopted a resolution requiring that, at future meetings of the conference, the interests of the trades and industries should be safeguarded by the inclusion of their representatives in the delegation of each participating country. The Paris conference itself appointed an interim committee, and later set up several sub-committees, so that experts could study every aspect of the problem, including grain growing and marketing.

AUSTRALIA

Changing Demands

IN the post-war Australian social scene, immigration has had, and will continue to have, a strong impact on the baking industry. Australia has gained more than half a million permanent new arrivals by immigration from 1947 to 1951, more than half of them being of non-British origin. Even if no more migrants arrive, says the *Australasian Baker*, it has been established that by 1960 about one person in nine living in Australia will be first or second generation non-British stock. The baking industry, to a much greater degree and much more quickly than most other industries, must accept these facts and adapt production and trading methods to meet the demands of a people whose bread consumption *per*

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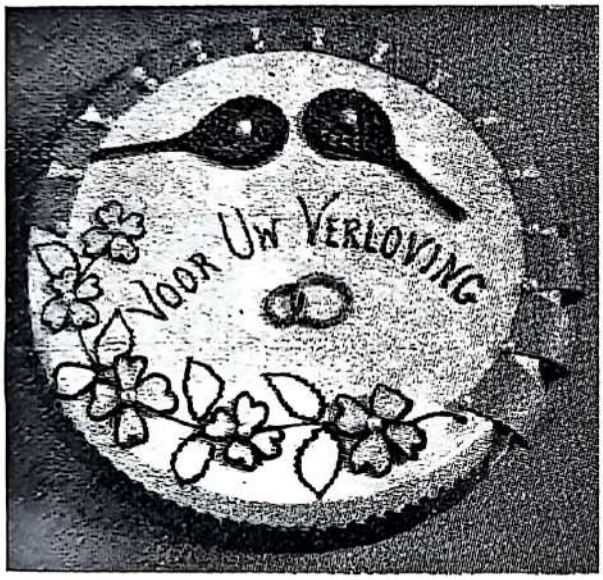
capita has always been much higher than their own. They like crusty bread, Vienna bread, rye bread, almost any type other than the streamlined condensed French roll, straight-formula white bread. Delicatessen stores have been quick to meet the unusual food demands of their new customers, but Australian bakers have been singularly reluctant to recognise their opportunities. Even so, a tremendous volume of Vienna bread is being sold by many bakers and rye bread is becoming a major item of production.

WORLD DIGEST

HOLLAND

Engagement Cake

A DUTCH confectioner describes in *Bakkerswereld* a cake he was called upon to make for a special occasion, namely, the engagement of two keen tennis players. The design he invented is shown in the illustration, and now that the tennis

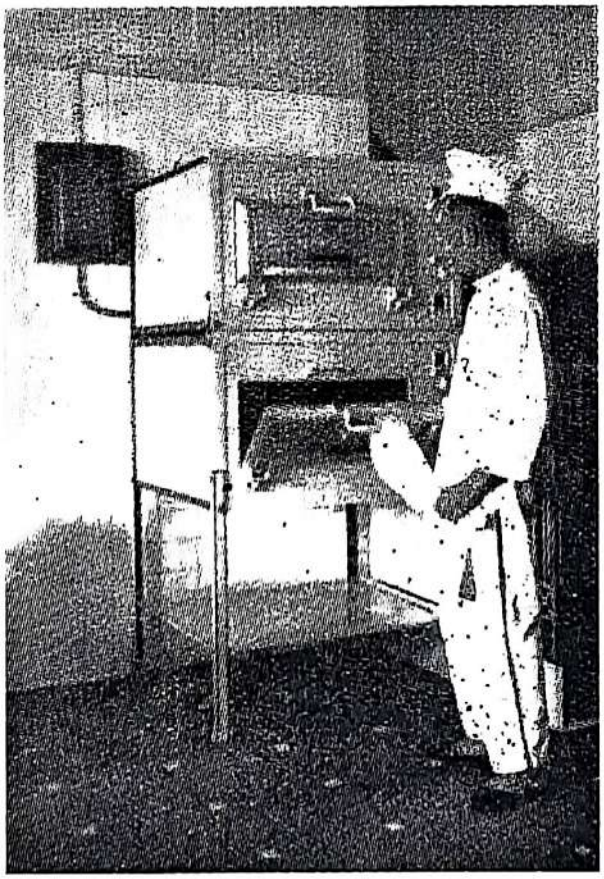


season is with us, it might be an inspiration to others. A light butter cream forte was used and sliced macaroons and various kinds of fruit added. Icing consists of pink maraschino fondant. The greater part of the outside edge is decorated with pieces of milk chocolate. They were made by piping liquid couverture on to a strip of paper, which was then rolled over a rolling pin while the couverture was still hot, and later cut into rectangular pieces. The pieces are then arranged along the edge of the cake and silver dragees placed between them. The tennis rackets are also piped on to paper (which must be free from grease or fat of any kind), and are placed on the cake when they are hard. A marzipan ball is put on top of each. Two rings of different sizes are placed below the words (meaning " for your engagement day "). The remaining space is decorated by outlining a spray of flowers with couverture, silver dragees being placed in the centres of the flowers.

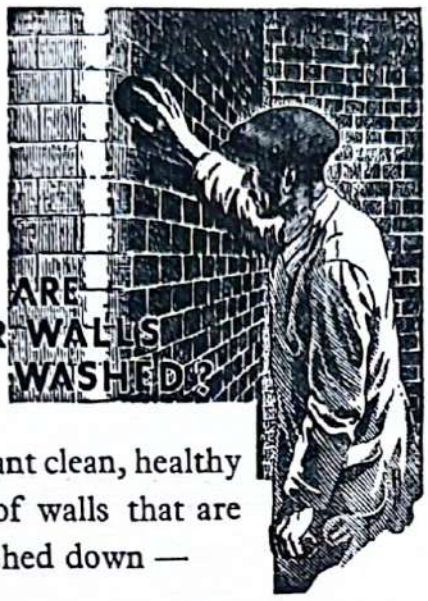
CHINA

Electric Baking in Hong Kong

THE kitchen of the Y.M.C.A. at Kowloon, Hong Kong, has recently been furnished by The British General Electric Co., Ltd., with equipment having a total loading of 85.8 kw. Approximately 150 residents and their friends are served in the first floor dining room from this kitchen with breakfast, lunch, tea, dinner



and supper. Snacks during the day and dinners and suppers in the evening are also served to Service personnel and their families on the ground floor, the whole of which is used for this purpose. Our picture shows a Chinese chef preparing to take pastries from the double-deck pastry oven.



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Russia's Mechanised Baking

PETER COLLINS REPORTING

WITH a rapid increase in her food production generally, Russia has also seen great strides in her baking industry. In the bread industry there are now a large number of "automatic" factories in the Soviet Union, I was told at the Russian Embassy in London. In these factories the bread baking process, from the handling of the flour to the finished product, is carried out by machines and automatic units. The main operations in the Soviet bread industry are mechanised and automatised to the extent of from 78 to 90 per cent. By the end of the present five-year plan, in 1955, mechanisation and automatisation of the industry will be 100 per cent.

The Russian confectionery and biscuit industry has received thousands of machines and automatic units over the past few years. This has made it possible in the larger factories to mechanise and automatise such laborious operations as wrapping and packing the products. Last year Russia's engineering industry produced new automatic units and instruments to control technical processes. The Bolshevik Biscuit Factory in Moscow now has a revolving biscuit stamping machine. This machine has a capacity of up to six tons per shift of eight hours.

The Krasny Oktyabr sweets factory in Moscow recently put into operation an automatic transfer machine which produces 28,000 toffees per hour. An engineering works in Kiev has already produced several more of these machines for other Russian sweets factories. The sugar industry, which suffered more than any other under the German occupation, is making a good recovery. Of the 211 refineries at the outbreak of the war, 196 were wrecked completely or partially. Now most of these have been restored and, what is more, re-equipped. Soviet designers have developed continuous-action automatic machines which extract the maximum amount of sugar from the beet, and the wide use of this machinery will ensure tens of thousands more tons of sugar a year, an official assured me.

The butter output, too, has increased. In 1951, as compared with pre-war, Russia's butter production showed an increase of 132,000 tons. For the same period in the U.S.A. butter had dropped by 281,000 tons. In 1955 the output of butter in the U.S.S.R. will be 170 per cent. greater than pre-war, and more than three times as much cheese will be produced.

It seems a pity that so seldom, and so little, news of Iron Curtain schemes and methods come to light.

Question Box

The Staff of C.B.R. Service Bureau answer

? ? ? ? ? ? ? ? **Readers' Problems** ? ? ? ? ? ? ? ?

MEAT PIE PASTE

I should be grateful if you would send me a recipe for a good meat pie paste. The one we are using now is too rich and, used with a hand machine, it tends to get tough.—L.A. (Kent).

FOR small machine-made pies the paste required need not be so rich as for the larger hand-raised variety. The following recipe is suitable:

16 lb. flour
4 lb. compound fat
5½ pt. boiling water
5 oz. salt

Rub the fat into the flour. Make a bay. Add the salt and boiling water. Draw in the flour gradually—with a spatula—and, when all the flour is in, rub thoroughly on the table to produce a smooth dough.

CHOCOLATE FONDANT

I have some melted chocolate couverture to which I added some fondant thinned with warm water, coloured with colour and flavoured chocolate combined solution. It at once went very stiff—no use for dipping—how can I get it thin again?—B.J. (London, N.).

THE following recipe will help you to produce chocolate fondant: heat 4 lb. fondant and 1½ lb. melted chocolate together in a bain-marie. Then add stock syrup to reduce the mix to the desired consistency for dipping or covering gateaux. Do not allow the fondant to exceed 100 deg. F. The amount of syrup required is approximately 1½ pt.

Stock Syrup

3 lb. sugar
2 pt. water
½ lb. glucose

Bring to the boil. Boil for a few minutes. Pass through a hair sieve. Store in jars or bottles.

BLISTERS ON SPONGES

My question is regarding ' sandwiches made from liquid frozen egg from the egg packing stations. The sandwich made from them is quite good but the skin on top is inclined to blister. We are looking for a good quality sandwich, but the skin spoils the appearance. The mixing was done "all in" method in pressure whisk for 3½ minutes. I would also be obliged to you for recipe for a good fondant varnish.—J.M. (Wales).

BLISTERING can be caused by insufficient time in the machine. Up to 6 mins. can be tried out in an attempt to get rid of the trouble. Further, the baking temperature should be around 400 deg. F. for a 6 oz. sandwich baked in a 7 in. x 1½ in. tin. Your recipe is in order. Most con-

HAVE YOU A PROBLEM ?

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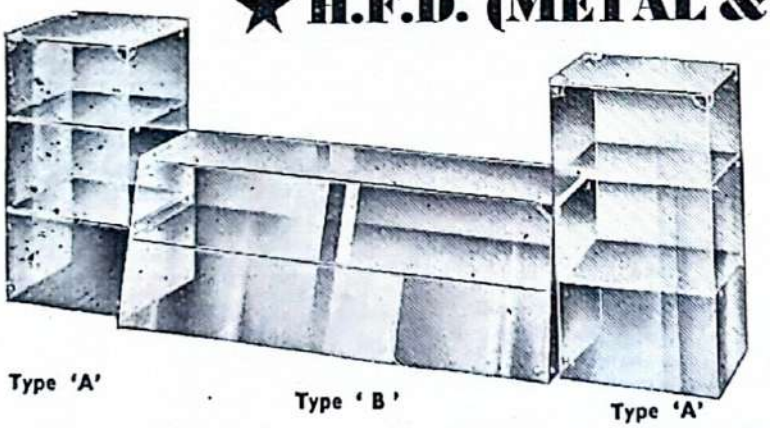

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fectioners prefer to mix in the flour by hand. This takes a little longer but the results are better. If your machine tilts it is quite easy to transfer the batter to a mixing bowl and then amalgamate the flour. The following recipes are typical factory-type specimens:

(1) 3 pt. eggs
4½ lb. sugar
6 lb. flour
5 oz. baking powder
1½ pt. milk
1½ pt. oil
Vanilla essence

(2) 20 lb. eggs
20 lb. sugar
9 oz. glycerine
½ oz. vanilla essence
½ oz. lemon essence
½ oz. egg colour
20 lb. flour
5 oz. baking powder

Fondant Varnish

Boil 12 oz. water, 8 oz. sugar and 8 oz. glucose. Cool the mixture. Then add 2 oz. alcohol. Keep solution in a stoppered bottle.

MEAT PIES

I should be greatly obliged if you would kindly give me full detailed instructions to make steak and kidney pies, also the paste for blocking out, and instructions for pork pies.—L.S. (S. Wales).

Small Steak and Kidney Pies

THE best beef to buy is the beef from the forequarters. The steak from the shoulders can be used for the large steak pies in dishes. After the meat has been cut up nicely into thin slices (not chunks) and all skin and gristle removed, cover it well with water. Place either in the oven or in a stewpan and bring gently to the boil. Allow to simmer for an hour, then add ½ oz. of flour for every 1 lb. meat. The flour should be mixed with the water and the whole brought back to the boil. A little blackjack or gravy browning can be added to the meat if so desired. For steak and kidney add ¼ lb. kidney for every 1 lb. of meat. Cut the kidney fine. For small pies the meat should be minced, preferably through ¼ in. plate. Mince approximately 75 per cent. of the meat. The remaining 25 per cent. should be cut into small cubes. Cook separately, seasoning and thickening as before.

Seasoning:-2½ lb. salt, 1 lb. pepper, ¼ oz. cayenne, ¼ oz. ground cloves. Sieve well together. Add ½ oz. to every 1 lb. meat for small pies, and 1 oz. to 3 lb. meat for larger pies.

Paste for flat steaks (tops and bottoms):

8 lb. flour
3¼ lb. lard
2½ oz. salt
3 pt. water
1 oz. baking powder.

Question Box

Pork Pies

For pies of 1 lb. and over choose meat with no more than 25 per cent. fat. For smaller pies, when the meat is being minced, a larger percentage of fat can be utilised.

Seasoning: (a) 1 oz. seasoning for every 3 lb. meat for pies of 1 lb. and over.
(b) ½ oz. seasoning per 1 lb. meat for small pies.

Water: ½ pt.-1 pt. water to every 10 lb. meat.

Egg wash: 50 per cent. egg—50 per cent. milk.

Pastes: (1) Cold.
(2) Hot water.
(3) Boiled (lard and water).

The quantities are approximately the same for each. Most bakers prefer the hot water paste. Rub 7 lb. lard into 16 lb. medium soft flour. Make a bay. Add 6 oz. salt and 3½ pt. water (210 deg. F.). Mix with a wooden spatula. Give a good rub down on the slab. Cool the paste in a cool room. When paste is cool give a further rub down on the slab. Allow 8 oz. for 1 lb. pie; 12 oz. for 1½ lb. pie; 1 lb. for 2 lb. pie. Mould the paste round. Flatten the edges in order to leave the paste quite thick in the centre. Reverse the paste and push the wooden raising block well into the centre of the dough. This should form a cup. Remove the block and allow the cup to rest for a few minutes. Place the wooden block in a tin of flour. Put the block back into the cup of dough and pull the paste up round the sides of the block, using the palms of the hands. Cool the pie case before filling with meat and putting on the lid.

Meat for pies: 6½ oz. for 1 lb.; 10 oz. for 1½ lb.; 14 oz. for 2 lb.

SUNDAY TRADING

Our business is in a clearance area, and for this reason trade has become very slack, with the consequence that we contemplate Sunday opening.

Can you tell me what I am allowed to sell on this day? We have small fancy cakes, bread, plain cakes and large pies. I don't want to get into any trouble for opening on Sundays. I am expecting to get my notice to clear any time now. Should I get any compensation for loss of business?—C.H. (Lancs.).

SUNDAY trading is governed by the Shops' (Sunday Trade Restriction) Act, 1936, the general terms of which provide that all shops should be closed for the serving of customers on a Sunday. Official exemption is allowed for the sale

Question Box

of bread and flour confectionery, and shops selling these articles can remain open for the purpose until 10 a.m. on Sundays. As a result of two cases heard by the Courts in 1938 decisions were made which had the effect of including bread under the heading of "newly cooked provisions" and cakes and flour confectionery were deemed capable of description as "meals sold for consumption off the premises." By these decisions it became permissible for shops selling bread and flour confectionery to remain open all day on Sunday.

It should be borne in mind, however, that whilst Sunday opening is permitted under the Act, a local authority is empowered to make a regulation which will provide that shops in the area may not remain open for the purpose of selling meals for consumption off the premises unless the sale of meals or refreshments for consumption on the premises forms a substantial part of the business carried on.

That is the general position. What local restrictions there may be in your area we do not, of course, know. We suggest, therefore, that you get in touch with your local authority, which will be able to advise you on the provisions of the Act relating to your district. The last part of your letter can also, we are afraid, only be answered by the local authority.

SAMPLE LOAVES

I have taken your paper for many years and I find it very instructive, but this is the first time I have to ask your assistance. I am sending two loaves for you to inspect. They are both made from the same formula, with this difference, the one in the named tin has been through the divider and the other has not. My trouble is that we are not getting good results from the divider, and I wondered if you could help me in any way.

We are using the two-hour dough system, i.e., delayed salt.

28 lb. flour
5 lb. salt
5 lb. yeast
1 lb. improver
15 gall. water at 90 deg. F.

Finished dough 80 deg. F. Let lie 1 hour, add salt. Lie ¾ hour. Knock back. Lie ¼ hour, then put through divider. Lie in drawers 15 minutes then put through moulder, and give full proof. Instead of further growth in the oven it definitely does not move.

The other loaf has gone through the same procedure; then hand-scaled, and through the moulder twice, three-quarters proof in tins and, as you can see, has a good oven spring. Do you think it is the flour which is too weak to stand the divider? I would be very pleased if you could make any suggestions. The flour is local. If you could help me to clear this up, I should be very pleased to hear from you as soon as possible.—R.L. (Leics.).

I HAVE checked your recipe and method. These are in order. Normally a hand-moulded dough produces a loaf of greater volume than that processed by machinery. After the dough pieces have passed through the divider, there is a danger of chilling—as the pieces of dough are quite small. You must guard against this. Likewise, the tins into which the bread is placed after passing the moulding machine should be nicely warmed. The temperature of the final prover should be greater than that of the dough room. Avoid a skin formation on the dough during proving. This is normally caused by exposing the dough to a cold draught or to hot, dry air.

BISCUIT GLAZE

We should be grateful if you could assist us in remedying our difficulty with glazing of biscuits. The composition of the glaze: 4 oz. gum arabic, 4 oz. sugar, 1 pt. water. Two hours after glazing, the glaze becomes sticky. We have also experimented with heat treatment after glazing and the results were the same. Is there any way of overcoming this difficulty? For your information the biscuits are perfectly dry.—H.R. (Scotland).

Gum Arabic Solution

1 oz. gum arabic
10 oz. water

Soak the gum in water. Allow to stand overnight. Heat over a pan of boiling water and use the solution whilst still hot.

BRACK AND PUFF PASTRY

I should be grateful if you could give me two first-class recipes for the following: (1) good brack, (2) good commercial pastry. The following is the recipe which we are using:

6 lb. strong flour
4 lb. pastry margarine
1 oz. cream powder
Water and salt

This pastry when made is very flaky, but has a greasy after-taste. I read some time back, in one of your magazines, of another reader complaining of the same thing but have forgotten the suggestions you recommended. I should be grateful for these suggestions or a new recipe.—T.S. (Eire).

YOUR recipe for puff pastry is correct. The greasy after-taste is due to the pastry margarine and, under present restrictions, it may be some time before the manufacturers are allowed to remedy this. Good puff pastry can be made with cake margarine but greater care is required in the rolling out and folding

process. It helps considerably if the dough is kept cool during working and resting periods. A suitable recipe for 6 lb. flour would be:

6 lb. flour
6 oz. fat
4 lb. cake margarine
⅛ oz. cream of tartar
½ oz. salt
3 pts. water (approximately).

Rub the fat into the flour; add salt, cream of tartar, and any egg colour to the water. Mix to a smooth dough. Rest the dough 10 minutes. Fold in the cake margarine and give the usual number of half-turns. Keep the paste cool.

Brack

1 lb. butter
1 lb. sugar
6 lb. flour
3½ lb. water
2 oz. yeast
½ oz. salt
7 lb. mixed fruit (mainly sultanas, currants and peel).

Time: 2 hrs.

Temperature: 78 deg. F.

MARZIPAN DECORATIONS

Whilst a bakery student during the preparations for the last Coronation I saw a demonstrator show the way to make a marzipan Union Jack. Commencing with a rope of red and then inserting the white and blue wedges, the whole was formed into a long block from which slices could be cut and attached to tea fancies, making an attractive and novel finish. Unfortunately I cannot trace my notes from that time and was hoping to see something of that kind in the periodicals of the present Coronation preparations, but there is nothing of the kind as far as I have seen.

Could you please give me some idea how to make these or something similar? I am a regular reader and look forward every month to Confectioner, Baker.—*A.R. (N. Wales).*

THESE built-up decorations are more easily demonstrated than explained in writing. The method is as follows: the end view of the rope, square or oblong, must be a reasonable copy of the article you wish to use as decoration. The common practice is to cut the rope of coloured marzipan or cream paste into thin slices, laying the cut side of the slice uppermost to show the pattern. For instance, if you wanted to make a target in red, white and blue, you could start with a small rope of blue coloured cream paste, cover that with white paste, then add a further layer of red coloured paste. The rope can then be rolled out to any required thickness and cut into thin circles for decoration. Similarly, place a thin sheet of red paste on the table. Another sheet of white paste on the top, and then add a thin sheet of blue paste. Roll all three together in the same manner as you would swiss roll. Cut in thin slices.

Question Box

PASTRY TROUBLE

Once again I seek your advice. I have just bought a pastry roller and the pastry seems to stick to the rollers. One advantage we find from the machine is that it makes puff pastry much easier, but surely other uses can be made of it? I would like to thank you for past advice—it has been most helpful.—E.R. (Yorks.).

BY pastry, I presume you mean sweet paste or short paste. The rollers can be used for such paste with good results. It is advisable, however, when carrying out work of this sort, to cool or chill the dough before use. Make up the required amount of paste at least 12 hours beforehand. Store it at a temperature around 40 deg. F. This treatment provides a much more plastic type of dough which enables it to be passed between rollers without that sticking which is so annoying. I shall be pleased to furnish recipes for paste if so desired.

"BURRO" BOY!

House-to-house delivery is made in this unique manner by Angel Sanchez, top baker of Adjuntas, in the back country of Puerto Rico. "Bakers' Weekly" reports that he bakes 100 loaves of bread (each about three feet long) weekly and delivers them by burro to his country customers

LEARNING FROM LIFE

(*Concluded from page* 23)

not be tolerated even at the same meal, so it would seem that convention has its place in the psychology of colour in foodstuffs.

It becomes even more complicated when a teacher sees colour differently from students who among themselves may differ, and these complications can be seen many times at bakery exhibitions, with unpleasing colour on cake and plaque. When it is realised that those who sent them in were obviously pleased with them, otherwise they would never have been sent, it can be seen then that the whole thing becomes tremendously involved.

If meticulous skill and colour harmony are together in the same work, judging is easy. A class that has examples showing one or the other, invariably has the award cards appended to those with fine accurate piping, rarely to those showing colour taste. This has a danger, for if the seeker after awards in these classes has the idea either that colour is of less importance or, worse, that colour disharmony is what is wanted, then the standard of cake decoration is debased.

The question now to be posed if: What is good taste? It could be said that it is the ability to please other people while pleasing oneself. It is easy to please oneself, fairly easy to please a limited number of other people. It is virtually impossible to please everybody, especially as the tastes of people differ. Good taste, like O. Henry's "Man about Town," seems impossible of definition. The subject is interesting, and seems worthy both of observation and research. It seems that as far as the baker is concerned good taste has a duality, only one of which can be procured from the essence bottle!

ACCIDENTS WILL HAPPEN!

SEVERAL observant readers from Sussex have written to chide us for our error in captioning a picture of Mr. Percy Hollingham pictures in our library, and "Trade Names Make News" feature last month. The name is such a famous one in trade circles that we have several Hellingham pictures in our library, and the wrong one was chosen, unfortunately. Due apologies to all concerned, and our best wishes for continued recovery to Mr. Percy Hollingham, recently out of hospital after an operation.

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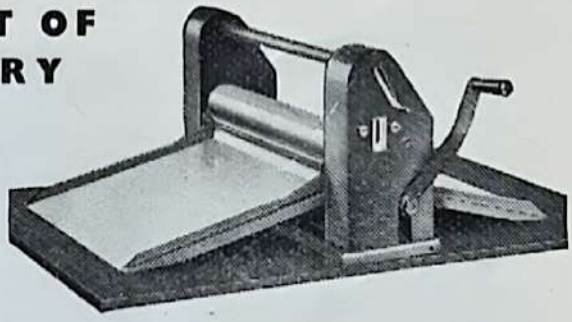

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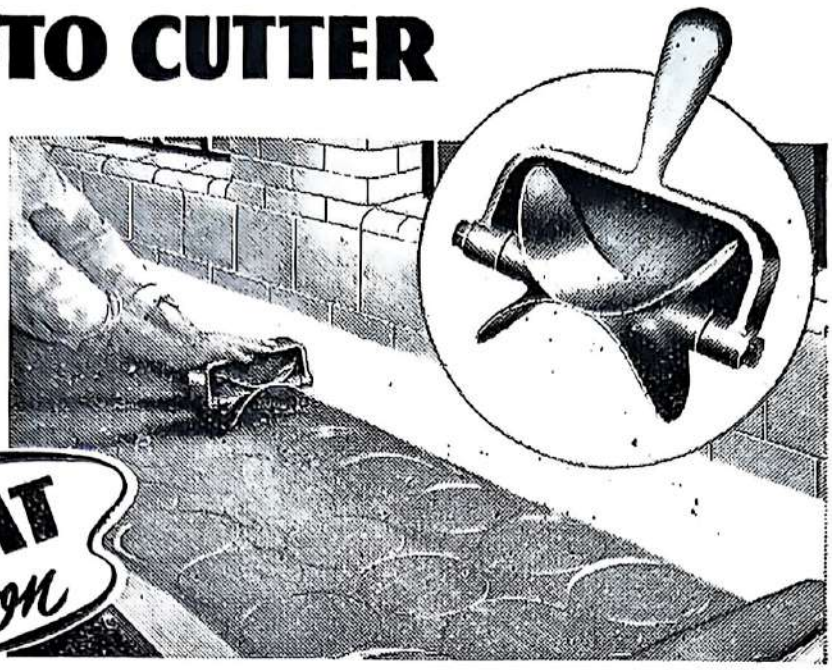

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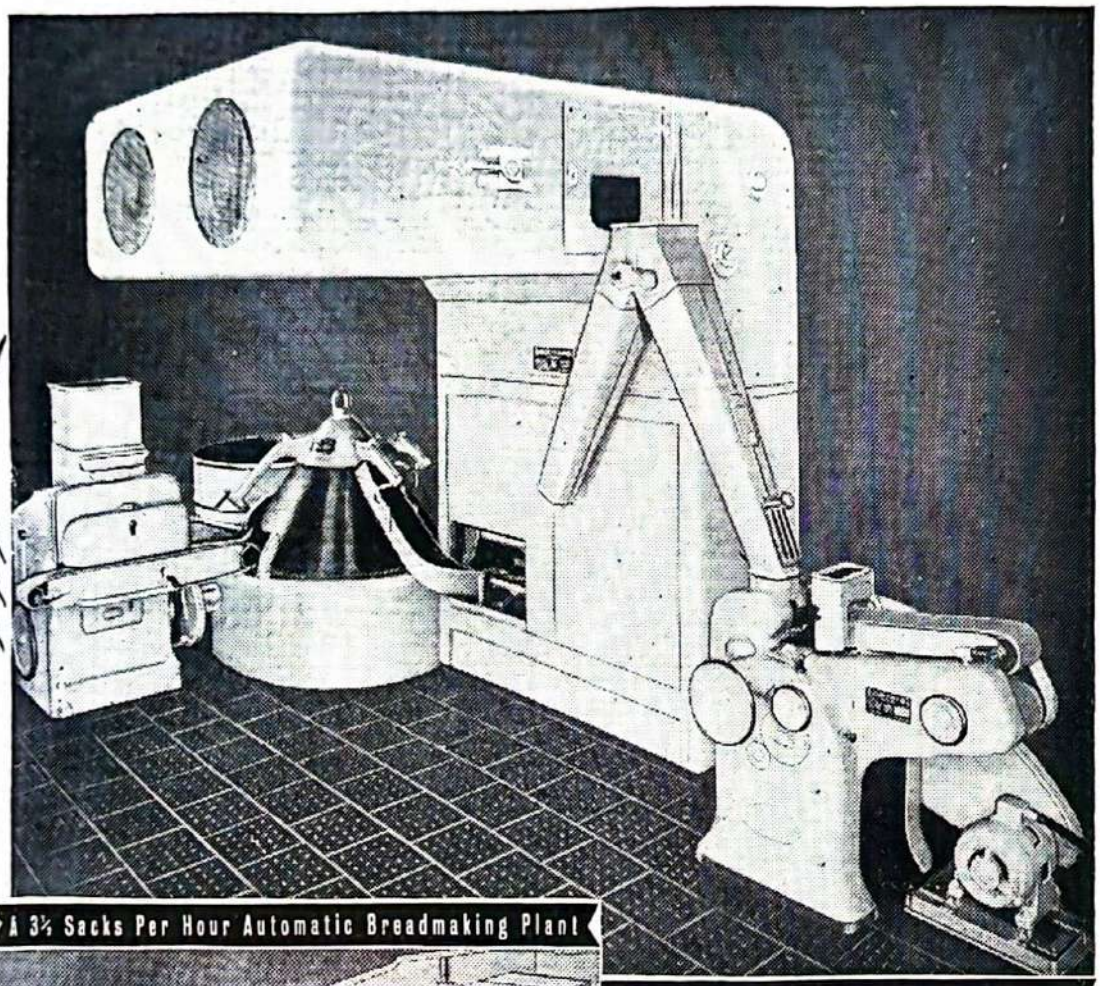

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